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Greetings
from
Paul J. Howard
California Flowerland
1942

Hardy Orchids
For Your Garden

◀ **CYMBIDIUM**

Easily grown, they will produce great sprays of real corsage size orchids in many lovely hues of pink, claret, amber, chartreuse, bronze. Flowers are in great demand by florists for making corsages, especially for daytime wear; last many days in floral decorations. What a delight to grow your own orchids! No glass house needed. Plant them in well-drained soil in partial shade, or grow in pots. No cultural difficulties. Directions for growing with each order. We have a wonderful selection of strong potted clumps.

\$5.00; \$7.50; \$10.00; \$15.00 to \$35.00. In bloom (Jan. to April) \$10.00 up. Specific colors furnished in blooming plants only.



▲ **CLIVIA**

One of the handsomest of flowering plants. Huge clusters of lily-like flowers in richest tones of orange, apricot and gold, on plants with broad, ornamental evergreen foliage. Grows in dense shade. Excellent for pot culture, too. 4-inch pots, \$1.00; 5-inch pots, \$2.00; 6-inch pots, \$2.50 to \$3.50. 5-inch and larger are blooming size plants.



▲ **EPIDENDRUM O'BRIENIANUM**

An orchid plant to grow in pots or in the garden. In bloom the year 'round, with lovely sprays of real orchids, for artistic floral arrangements. Grow them outdoors in California, in window gardens in the East. Potted plants, each \$1.00. Large specimens in bloom, \$1.50 to \$10.00.

◀ **PAN-AMERICAN JEWEL BERRY**

A wonderful plant brought back by our plant explorer, Don Rujello, from Central America. Grows from seed to a bushy plant 4 feet high in one season, and becomes covered with spikes of pink bloom and glistening jewel-like berries of ruby red. Attractive for cutting. Perennial in California and the South. Grow as an annual where winters are cold.

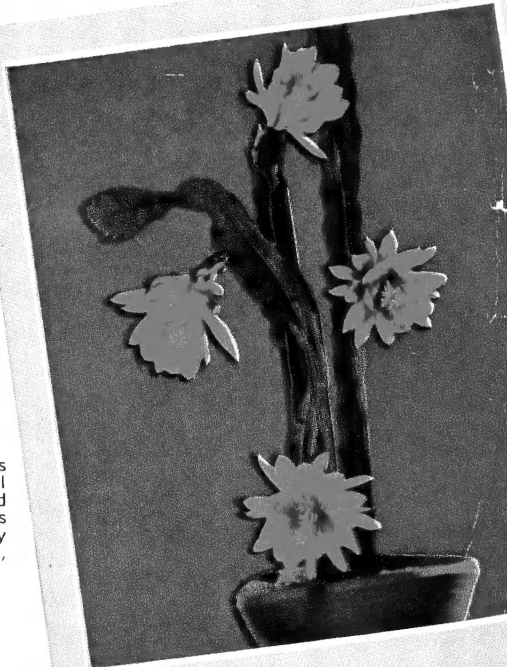
Liberal packet of seed, 50c.

▶ **ORCHID CACTUS**

(*Epiphyllum*)

Spectacularly beautiful, water-lily-like blooms are produced on these plants. They will flower in pots and are ideal for porch and window boxes. As easy to grow as begonias or geraniums. They have glistening, satiny petals in colors of orange-red, pink, salmon, rose, some with violet throats.

Potted plants, blooming size, each 50c.



*This year
we are tooting
our horn about.*



CALIFORNIA FLOWERLAND

Perennial Flowering Plants

The Perennial plants which live from year to year play a most important part in colorful gardens. They form the permanent, or nearly permanent background of the borders, beds, and marginal plantings, making gardens that increase in interest and beauty with every year, and change their aspect with every change of season.

Perennials should be planted in groups or masses, at least three of one variety or color, for the showiest effects in the garden, and for sufficient cut flowers for interior decoration. Paul J. Howard's Perennials are pot-grown, or field grown, according to season. We are constantly adding new varieties to our splendid list.

LOVELY WINDFLOWERS

Anemone Japonica

Among our most valuable perennials, they bloom from August into winter, with their beautiful flowers raised high above the handsome glossy-leaved plants. These Anemones should be freely planted for their great beauty, hardiness, and permanency. One of their great assets is the fact that they thrive in the shade where few other flowering plants will succeed.

Our collection includes the finest improved varieties.

ALICE. Large rose pink flowers with lilac centers. Tall, strong grower. Height 3 feet.

MARIE MANCHARD. Beautiful new semi-double pure white, an improvement on Whirlwind. 3 feet.

KRIEMHILDE. Double rich pink. 2½ feet.

PRINCE HENRY. Double rosy red. 2 feet.

QUEEN CHARLOTTE. Large semi-double La France pink. 3 feet.

RICHARD AHRENS. Largest single shell pink. 3 feet.

SEPTEMBER CHARM. Silvery pink, shaded lilac. Free and early blooming. 2½ feet.

ANEMONE HUPEHENSIS. A charming dwarf, early-flowering form, of lovely rosy mauve coloring. Excellent to plant in front of other varieties. 12 to 18 inches.

Price of any of above Anemones, each 40c.

AJUGA

Useful ground cover for shady positions, under trees and in places where grass will not grow.

AJUGA REPTANS. Grows three or four inches high, very spreading in habit, with dense foliage of deep glossy green, and dark blue flowers. Plant band pots, 25 for 85c; 100 for \$3.00.

BLUE LILY-OF-THE-NILE

AGAPANTHUS UMBELLATUS. Handsome perennial plant bearing long-stemmed flower clusters of lovely bright blue flowers almost continuously throughout the summer. Large Plants: 40c.

DWARF AGAPANTHUS. (A. mooreanus minor). Lovely plant, growing only 18 inches high, with clusters of large deep blue flowers all summer. 50c.

AGATHEA

AGATHEA COELESTIS. Blue Daisy. Pretty little dwarf evergreen plants, almost everblooming, being covered with small sky-blue daisy-like flowers, yellow centered. Fine for borders, edgings and the rock garden, blooming winter and summer, in sun or half-shade. 25 for 90c; 100, \$3.50; 4-inch pots, each 25c.

PINK AGATHEA. Makes a rounded mound, covered with daisies of soft lilac pink blooms. 35c.

MAIL ORDERS

Because of the expense of packing, no mail orders for plants for less than \$1.50 can be accepted. Outside our Free Delivery Area plants are sent by express at purchaser's expense. They are carefully packed to reduce transportation charges and to arrive in perfect condition.

Page One

Delphinium Cinereum

One of the finest new perennials, bearing masses of the most brilliant Cambridge blue blossoms imaginable. Plants grow about twelve inches high, and planted by the dozen, or better still, by the hundred, they form an immense cascade or mass of brilliant blue. As individual plants or in groups, they are striking, combined with golden yellow or white flowers.

4-inch pots, each 35c; 3 for \$1.00.
2½-inch pots or plant bands, 3 for 50c; 10 for \$1.80; 100 for \$16.00.

Quantity Rate

10% discount on orders of 10 to 49 of one or assorted varieties.

20% on orders of 50 or more. (Special Collections not included.)



WINDFLOWER, SEPTEMBER CHARM

COLLECTION

One each of the eight lovely Windflowers described at left.

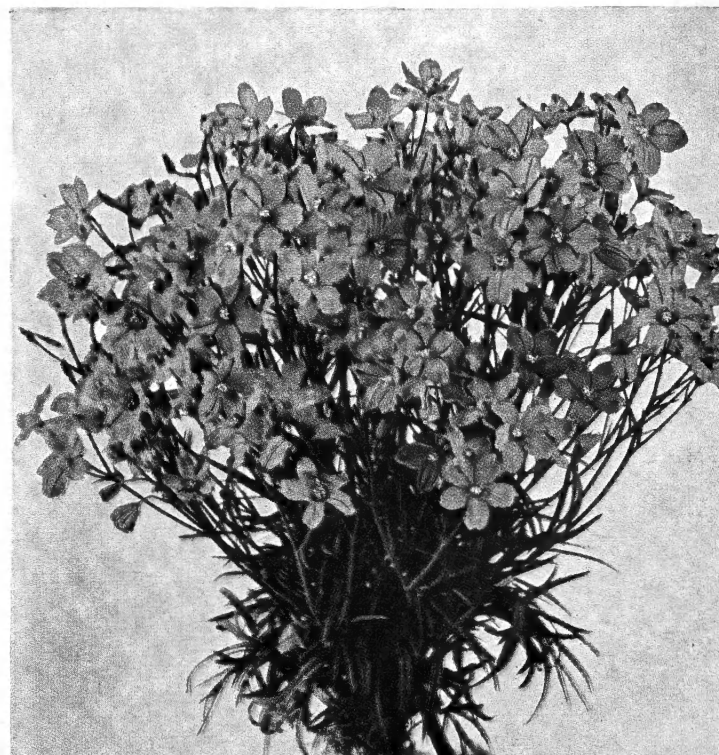
8 plants for \$3.00

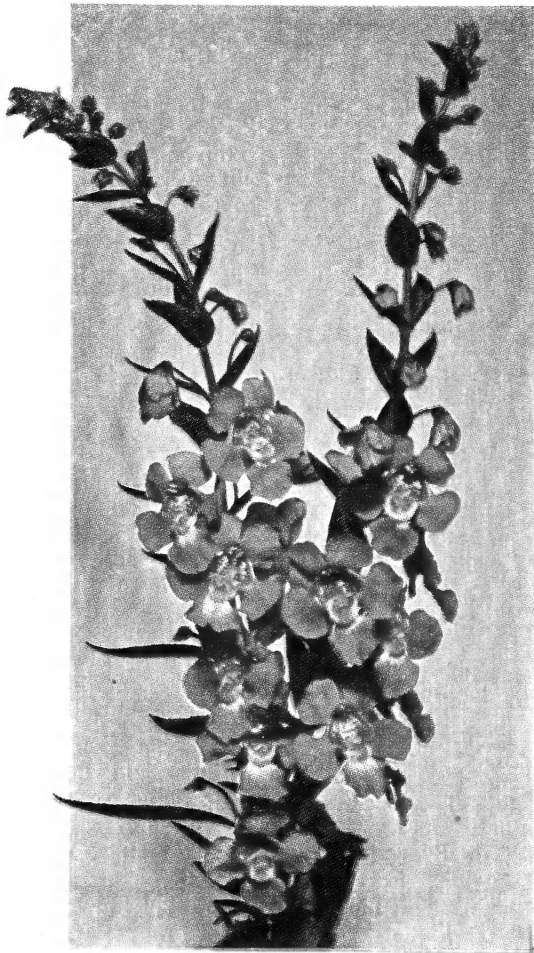
PERUVIAN LILY

ALSTROEMERIA AURANTIACA. Clusters of lily-like flowers, orange with purple spots, on long wiry stems. 35c.

ALSTROEMERIA PULCHELLA. Fascinating deep red flowers, spotted brown and edged with green. Artistic cut flower. 40c.

DELPHINIUM CINEREUM





APPLE SCENTED ANGELONIA

ANGELONIA

This new perennial forms a bushy plant about two feet high, covered the better part of the year with long spikes of violet colored blooms. Both flowers and foliage have a delightful apple fragrance, and the graceful spikes last a long time as cut flowers. 40c.

CRIMSON GLORY, BEST RED VERBENA



ANCHUSA

ANCHUSA MYOSOTIDIFLORA. A beautiful low growing border plant, 10 to 12 inches high, with large smooth heart-shaped leaves of deep green and long graceful sprays of small forget-me-not flowers of rich bright blue. Very hardy and free flowering, succeeding in rich garden soil, in full sun or partial shade. 4-inch pots, each 35c.

ANCHUSA ITALICA. The tall clusters of deep blue flowers make this a valuable addition to the garden. Hardy plants, with large silvery green leaves. 35c.

AQUILEGIA

COLUMBINE

CALIFORNIA FLOWERLAND LONG SPURRED HYBRIDS. A grand strain, producing very large flowers with long graceful spurs, in the most exquisite pastel colors imaginable.

Pink Shades, Blue Shades, Red Shades, Yellow and Mixture of all colors. Price: In plant band pots, 3 for 50c; 25 for \$1.25. Larger, 35c.

PERENNIAL ASTERS

OR MICHAELMAS DAISIES

Fall flowering Hardy Asters or Michaelmas Daisies are among the showiest of our late flowering hardy plants, giving a wealth of bright bloom in late summer and fall, when most other perennials are past blooming. They grow strong and bushy, from two to five feet high, according to variety, covering the plants with their profuse and constant bloom. For best effect, Hardy Asters should be planted in masses, using at least three plants of one variety.

They grow freely in any good garden soil, in a sunny position, often flowering in the summer, and when cut back, produce a continuous mass of bloom again in late summer and autumn.

CLIMAX. Large pyramidal spikes of bright lavender blue flowers; one of the best and showiest, very free flowering and a good cut flower. 35c.

BEECHWOOD CHALLENGER. This is the closest shade to red in Michaelmas Daisies, being a bright rosy crimson. Free flowering, of medium height, and very showy in the border. 50c.

HARRINGTON'S PINK. The first truly pink Aster, bright and clear deep rose pink. A lovely plant, growing 4 feet high, covered with a mass of blooms. 50c.

VIOLETTA. Large flowers of violet blue, covering the stalk from base to top; extremely free flowering and showy. 50c.

DWARF PERENNIAL ASTER

WARTBURG STAR. A beautiful spring and summer flowering Aster for the border. Large flowers 2 to 3 inches across, of deep lilac blue, with brilliant orange centers, are produced on strong 12-inch stems, splendid for cutting. A recent introduction that is worthy of a place in every garden. 35c.

ASTER FRIKARTI

WONDER OF STRAFA

We know of no finer hardy perennial than this lovely Aster. In California it is nearly everblooming, producing masses of showy sprays of large daisy-like flowers from spring until mid-winter. Flowers are large, of heavy texture, with stiff petals of bright lavender blue, yellow centered, and splendid for cutting. Plants are shapely and compact, about two feet high, with neat dark green foliage, and may be grown in pots for porch or patio decoration. They thrive in ordinary soil, in sun or half-shade. 3-inch pots, each 25c.

Quantity Rate

10% discount on orders of 10 to 49 of one or assorted varieties.

20% on orders of 50 or more. (Special Collections not included.)

ARCTOTIS

NEW ARCTOTIS HYBRIDS. A lovely daisy from South Africa of great beauty and easy culture, blooming over a long season. Flowers are showy and brilliant, in a wide range of colors, orange and bronze red predominating, but also including shades of rose, salmon, cream and yellow. Price, mixed colors, 3 for 25c; 25 for \$1.25; 4-inch pots, each 25c.

BEGONIA

EVERBLOOMING BEGONIAS are without an equal for bedding, low borders and edging. The flowers are of the brightest colors and are borne in great profusion continuously. Of greatest value in shady beds and borders, and as pot plants.

SNOW. Pure glistening white blossoms and bright green foliage that does not darken when planted outdoors, nor do the flowers turn pinkish, as do other white varieties.

TAUSENDSCHOEN. Lovely compact growing variety that is always covered with masses of bloom of clear pink.

Price of the above: 2½-inch pots, each 15c; 3-inch pots, each 20c; 4-inch pots, each 35c and 50c.

CHRISTMAS CHEER. Very fine brilliant scarlet.

CARMEN. Bright rose flowers in clusters well above the deep bronze purple leaves, which are so beautiful as to warrant growing for the foliage alone. Extremely free flowering, the blossoms contrasting beautifully with the foliage. An outstanding variety for pot plants or for group planting.

LUMINOSA. The most popular red-flowering Begonia for borders. Bronze foliage.

DWARF LUMINOSA. Compact form of above.

PRIMA DONNA. Brilliant clear pink, shading to rose. Strong tall growing plants.

Price: Plant Band Pots, 3 for 25c; 25 for \$1.25; 3-inch pots, each 15c; 4-inch pots, each 35c.

SNOW-IN-SUMMER

CERASTIUM TOMENTOSUM. Snow in Summer. Low growing plants having silvery foliage and masses of small white flowers in spring. For edgings and borders, and massing in sunny places. 2¼-inch pots, each 10c; 4-inch pots, each 25c.

COLEUS

For brilliant foliage effects, nothing surpasses the various types of Coleus. Grown in pots, they brighten a room or patio and they are useful in beds and window boxes from early spring until frost. The trailing Coleus is striking for hanging baskets and window boxes, and for edging beds or borders of other plants. Our plants are cutting-grown from the choicest varieties, and can be supplied in all the rich color combinations. 3-inch pots, each 15c; 4-inch pots, each 35c.

CONVOLVULUS

CONVOLVULUS MAURITANICUS. One of the most satisfactory low growing plants for the border, rock garden, or to trail over walls and terraces. Thrives in full sun, and is covered from spring until late fall with morning-glory-like flowers of lavender blue. 3 for 25c; 25 for \$1.25.

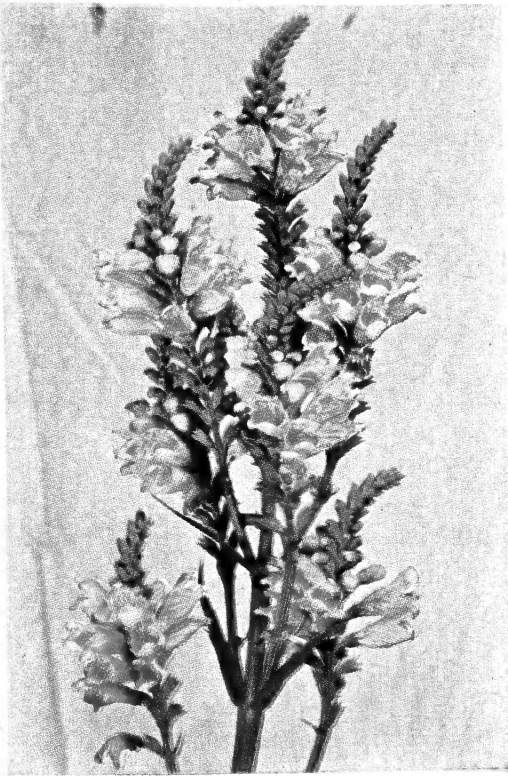
COREOPSIS

LANCEOLATA—MAYFIELD GIANTS. An improved strain of the popular perennial, with golden yellow flowers, splendid for cutting. Plants of graceful habit, blooming all summer and fall; in sunny position. 6 for 25c; 25 for 65c.

DOUBLE COREOPSIS. This grand variety has all the good points of the old, it is easily grown, free flowering and hardy, and bears showy graceful, semi-double flowers of golden yellow that are most attractive in floral arrangements. 3 for 25c; 25 for \$1.25.

CUPHEA

CUPHEA HYSSOPIFOLIA. Neat border plants for edgings are not plentiful, and this Cuphea fills a need for a perennial edging that can be trimmed to a height of 6 to 8 inches, and provide color as well as green foliage. The plants have small narrow leaves of fine green, and an abundance of small flowers of light lavender pink. 2¼-inch pots, each 10c; 4-inch pots, each 25c.



OBEDIENT PLANT

Amazingly hinged flowers may be turned in any direction on the stems.

CAMPANULA BELL FLOWERS

Indispensable hardy garden flowers, varying greatly in form and habit of growth, some of tall and imposing habit, others are dwarf compact little plants, or trailing, suitable for edging, ground covers, rock gardens, etc. They like rich soil with good drainage, and will bloom over a longer period if planted in the half shade.

CAMPANULA GARGANICA. Dwarf compact plants, not more than six inches high, with fine deep green foliage and masses of pretty little violet blue bells that literally cover the plants. For low borders and rock gardens, this is unequalled. **2 1/4-inch pots, each 15c; 4-inch pots, each 25c.**

CAMPANULA ROTUNDFOLIA. Blue Bells of Scotland. Lovely light blue bell-shaped flowers on slender stems, 8 to 10 inches high, produced all summer and fall. The variety we grow, Olympia, produces flowers much larger than those of the type. Does well in light shade. **Each 25c.**

CAMPANULA PERSICIFOLIA. Very fine and showy Bellflowers, growing two to two and one-half feet tall, with large, handsome spikes of bell-shaped flowers.

Grandiflora Alba. Pure white, lovely for cutting.

Telham Beauty. Magnificent spikes of large bellflowers, clear blue, during June and July. Especially fine for the border and for cutting.

Price of the above two varieties: 4-inch pots, each 35c.

Saxifraga Crassifolia

This beautiful Saxifraga, pictured at right, is an exceedingly valuable plant to grow in shady spots in your garden, where it will thrive and produce lovely cut flowers under most difficult conditions. The plants grow in almost any soil, in a shady position. Their large, glossy, leathery leaves and spikes of clear pink flowers make them doubly admirable for planting in front of shrubbery, or under trees where a mass planting is wanted. Added to their value for mass or border planting, is their beauty as cut flowers, which are freely produced in mid-winter. As it is so difficult to find a plant which will thrive readily in the shade, and yet produce flowers for cutting, this wonderful plant should be widely planted for this purpose.

Price: 2 1/2 inch pots, each 15c; larger, each 35c.

**PORTUGAL BELLFLOWER
CAMPANULA PRIMULAEFOLIA**

Here is a lovely blue flowered perennial that should be in every garden. It is very hardy, easy to grow in any soil, in sun or part shade. Once established in your garden, it will bloom year after year, furnishing masses of soft blue flowers in spring and summer. Long lasting cut flower. **35c.**

CAMPANULA GLOMERATA. A beautiful variety with close heads of deep blue gentian-like flowers on 18-inch stems. Plants are hardy, forming permanent patches in sun or shade. **35c.**

**OBEDIENT PLANT
PHYSOSTEGIA**

Fine summer flowering perennials that form beautiful masses of colorful spikes from June until late autumn. Wonderful effects and longest blooming season may be had by planting all three varieties, placing the lower growing variety **Vivid** in the foreground. **Summer Glow** is tallest, and first to bloom, followed by **Rosy Spire**, then **Vivid**. A unique feature is the hinge-like arrangement of the blossoms on the spike. They may be turned or placed in any position, where they obediently remain. All are grand cut flowers.

ROSY SPIRE. 3 to 6 foot spikes of large tubular, rich rose-colored flowers.

SUMMER GLOW. Grand 3-foot spikes of very large blossoms of deep rose color. Most effective as a background plant or in groups in the garden.

VIVID. Grows 18 to 20 inches high, with brilliant spikes of rose pink.

Price of above: 3-inch pots, 20c; larger, 35c.

CYCLAMEN

These lovely flowers, so much grown in pots for indoor decoration, are charming in the garden, where they will grow and bloom in shaded spots, under trees, in rock gardens, and on the north side of buildings, walls, etc., giving a touch of luxury to the garden. The foliage is so handsome that they are decorative even when not in bloom.

Our strain of Cyclamen is unexcelled for fine form, large size and clear color of the blossoms.

- | | |
|-----------------------|--------------------|
| Dark Salmon | Lavender |
| Light Salmon | Orange Red |
| Pure White | Rose |
| Salmon Scarlet | Saffron Red |

Price: 3-inch pots, each 35c; 4-inch pots, 50c and 75c.

GEUM

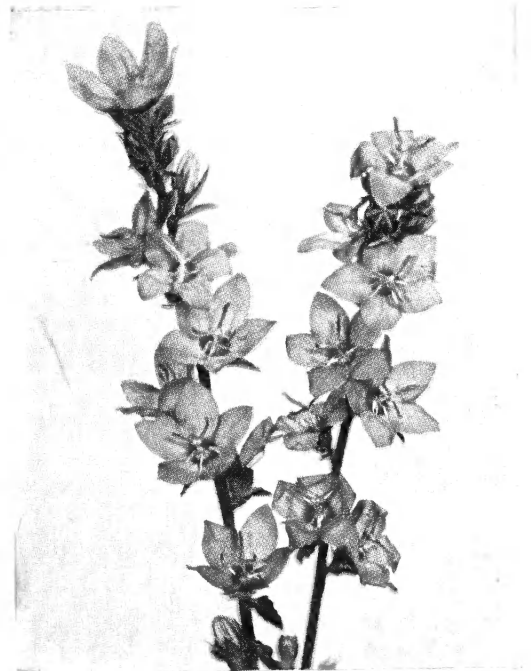
Showy perennials with fine flowers and good foliage, easily grown in sun or half-shade. They are best grown in groups, and should have plenty of moisture; very pretty cut flowers.

LADY STRATHEDEN. Large double flowers of golden yellow.

MRS. BRADSHAW. Bright scarlet double flowers.

ORANGE PRINCE. Brilliant orange, very double.

2 1/4-inch pots, each 10c; 4-inch pots, each 25c.



Portugal Bellflower, lovely new perennial.

DUSTY MILLER

CENTAUREA CANDIDISSIMA. Popular white or silvery-leaved foliage plant used for edgings and borders. **In Plant Band Pots, 25 for 65c.**

GAILLARDIA

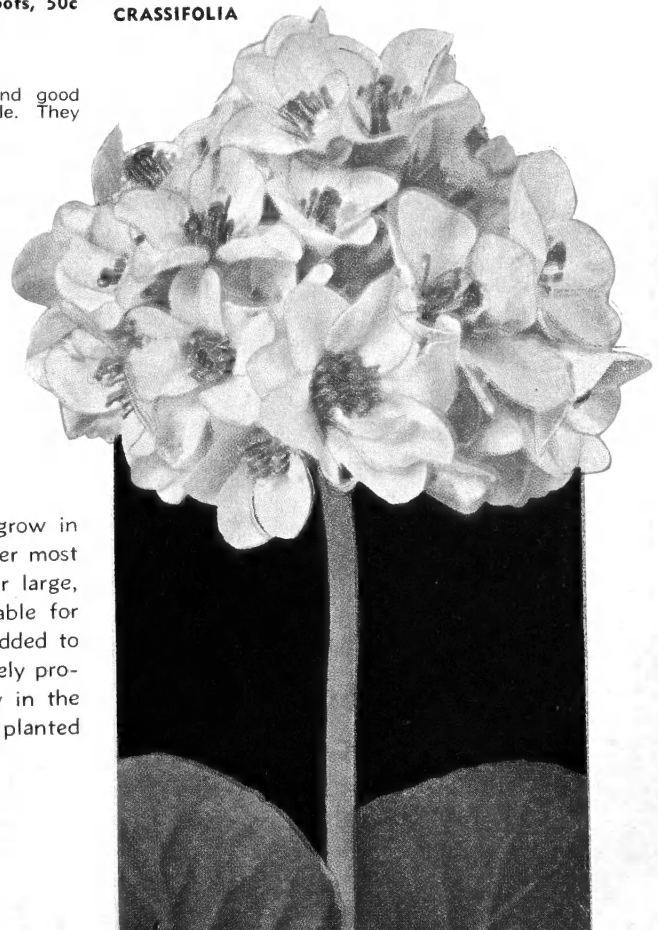
PORTOLA HYBRIDS. Select seedlings of the finest type, the flowers unusually large and spectacular in appearance. Broad petals of rich coppery scarlet, heavily tipped with gold.

GOBLIN. Dwarf, compact, perfect for edging and bedding. Flowers similar to Portola, but plants grow only ten inches high.

CHLOE. Pure yellow.

Price: 3 for 25c; 25 for \$1.25. Larger, each 35c.

SAXIFRAGA CRASSIFOLIA





PHLOX DAILY SKETCH

California Flowerland Hardy Perennial Phlox

For enchanting fragrance and bright lasting color in your garden nothing surpasses Phlox. Blooming as they do from early summer until fall, these hardy perennials bring a great amount of lasting joy to the lover of color gardens. They are striking in masses, especially against a shrubbery background or in the open surrounded by a green lawn.

Phlox becomes more beautiful year after year as the roots become established and form large clumps. Throughout the world, they are considered one of the essentials in a beautiful garden, and should be increasingly used in California, where they do well in sun or partial shade. While they thrive in any good garden soil, they respond immediately to good treatment and will repay the planter for providing a soil which has been deeply enriched with well rotted manure and bone meal.

SPECIAL PHLOX COLLECTION

Albion, white 20c	Louise Abbema 20c	Salmon Glow 25c
Crepuscule, mauve . . . 20c	Obergartner Reichenow 20c	Sunrise, red 25c
Enchantress, pink . . . 25c	Painted Lady, soft pink 25c	Eclairer, violet 20c
Goliath, crimson purple 20c	R. P. Struthers, rose . . 20c	Von Lassburg, white . . 20c

12 GLORIOUS VARIETIES: Total Value \$2.60
 1 Each of 12 Varieties, for \$2.25
 2 Collections, (24 plants) for \$4.00

ALBION. Pure white with pale pink eye. Vigorous plants, two feet tall. **Each 20c.**

BACCHANTE. Dark rose, with carmine eye. Two feet tall. **Each 20c.**

B. COMPTE. Purple crimson, very dark eye; strong vigorous plants. **Each 20c.**

COUNT ZEPPELIN. Pure white flowers with red center. A tall, striking plant with clean, neat foliage and flowers, about 30 inches high; free flowering and one of the finest. **Each 25c.**

CREPUSCULE. Silvery mauve, crimson center. **Each 20c.**

DAILY SKETCH. Enormous trusses of extra large flowers, beautiful clear bright pink with carmine eye, on tall, vigorous plants, make this one of the finest varieties grown. **Each 25c.**

ECLAIREUR. Carmine violet, lilac center. **Each 20c.**

GOLIATH. Tall, large flowering crimson purple. **Each 20c.**

ENCHANTRESS. Large flowers of salmon pink with darker eye. Fine glossy foliage; massive flower trusses that are grand for showy bouquets, lasting well in water. **Each 25c.**

HENRI MURGER. Pure white, with deep rose center. **Each 20c.**

LOUISE ABBEMA. White ground, shot with rose. Plants grow about 18 inches tall, bearing large compact trusses. **Each 20c.**

LEO SCHLAGETER. Showy tall sort, with huge trusses of bright red flowers, crimson centered. **Each 20c.**

MME. MARIE KUPPENHEIM. Finest dwarf white; a good border sort, grows only 15 inches high. **Each 20c.**

MRS. ETHEL PRITCHARD. Tall growing, with huge heads of large flat florets, rosy mauve, without any shading. Strong, free flowering, most attractive when massed with white or yellow flowering plants in the border. **Each 35c.**

MRS. JENKINS. One of the oldest, and still one of the best white varieties. Tall, with immense trusses of conical form. **Each 20c.**

OBERGARTNER REICHENOW. Very large bright rose flowers. **Each 20c.**

PAINTED LADY. Silvery pink with salmon shadings and cherry red eye. One of the loveliest for the garden and for cutflowers. **Each 25c.**

RHEINLANDER. Salmon pink, cherry red center. Flower trusses are enormous, borne on strong stems. Free flowering and showy. **Each 20c.**

PROF. SCHLIEMANN. Lovely lilac rose; late flowering; and splendid for shady situations. **Each 20c.**

R. P. STRUTHERS. Rosy carmine or watermelon red, with deep red eye. A favorite old Phlox, and still one of the best. **Each 20c.**

SALMON GLOW. Bright salmon pink, self color; very fine. **Each 25c.**

SEPTEMBER GLOW. Luminous carmine red, with orange red center. Brilliant bedding and cutting variety. **Each 25c.**

SUNRISE. A glowing, striking shade of red. **Each 25c.**

THOR. Deep salmon pink, with scarlet glow; scarlet eye with lighter halo. One of the older sorts, and still one of the most widely planted. **Each 20c.**

VALD JENSEN. One of the most brilliant of all. Vivid salmon red, with white eye. Large showy trusses. **Each 35c.**

VON LASSBURG. Tall white, free flowering; large, strong stemmed trusses. Blooms midseason. **Each 20c.**

New
Violet
Royal
Robe



Wonderful new giant flowered Violet, the flowers of which will actually cover a fifty-cent piece! It combines great length of stem and rich deep violet blue color, with strong growth and healthy foliage. The leaves are rich deep green, and the plants bloom abundantly in winter and spring when flowers are scarce.

Price, Each 50c; 3 for \$1.25; 10 for \$3.75.

CALIFORNIA FLOWERLAND

Carnations

New in colorings, beautifully formed, entrancingly fragrant—Mammoth Carnations like the choicest displayed at exclusive florists' shops. You can grow these in your own garden, if you plant some of Paul J. Howard's marvelous new varieties.

Novelties for 1942

DORIS ALLWOOD. Soft salmon rose, shaded grey and bordered with heliotrope purple. Immense symmetrical flowers, very fragrant, on tall erect stems. **50c.**

FANTASY. Originated at California Flowerland, this is a lovely variegated type. The petals are soft lilac rose, heavily flaked and fringed purple crimson. Very free flowering. **50c.**

SUNKIST. Orange tan, most unusual and interesting color in carnations. **75c.**

DUBONNET. Rich purple, overlaid with scarlet glow. A color that is striking and different, and especially effective under artificial light. Intensely fragrant. **50c.**

SALMON LADDIE. A new giant salmon-rose of finest form and quality. **50c.**

SCARLET KING. Sensational flowers with large petals of great substance, white blocked or overlaid with brilliant scarlet. The markings and form are the same as in the variety Pelargonium, but the color is more vivid. **75c.**

COLLECTION: One Each of these Six Novelties, for \$3.00

AVIATOR. Prodigious in the quantities of huge white flowers, with deep crimson edges, stripes and blotches. **25c.**

BARBARA FARR. Light scarlet, free flowering. **35c.**

BETSY. Soft silky white, with dainty crimson picotee and rich clove fragrance; quaint and lovely. One of the freest blooming and most satisfactory of all. **25c.**

ELEANOR. Symmetrical flowers of salmon rose. Early, vigorous, free flowering. **25c.**

FAVORITE. Pure white flowers with fluffy, feathered petals. **25c.**

GOLDEN WONDER. Sulphur yellow with pink pencillings, large full flowers that keep well. Blooms continuously. **25c.**

HARVEST MOON. Large, round flowers with beautifully rounded heavy petals. Solid fiery orange in color. A spectacular variety. **25c.**

MARBLE MOUNTAIN. Unusual high, round flowers with beautifully rounded heavy petals of granite-grey, marked with garnet. **25c.**

MOONBEAM. Fine soft clear yellow. **25c.**

MRS. BERGSTROM. Beautiful new variety with petals of rich carmine-lake, edged with white. Better grower than Pelargonium. **35c.**

OLIVETTE. Fine white fringed flowers of good size, on strong stems. Tall, vigorous plants. **25c.**

ORANGE WONDER. Huge flowers of apricot orange, shaded orange. **35c.**

PELARGONIUM. White edged petals, blocked and overlaid crimson-maroon. **25c.**

PINK SPECTRUM SUPREME. Deep rose pink of outstanding beauty, without any shading. **20c.**

PIRATE GOLD. Unique coloring, purple shading and blotches on yellow ground. **25c.**

PURITAN. Large, beautifully fringed flowers of pure white, on very long stems. Strong, free flowering. **20c.**

PURPLE PELARGONIUM. Rich claret, tipped with a border of mauve. Sweetly fragrant. **50c.**

RED FEATHER. Warm golden buff, each petal pencilled with scarlet. **25c.**

ROBERT ALLWOOD. Magnificent bright scarlet, on strong erect stems. Strong plants, in bloom the year around. **25c.**

ROSA BIANCA. Charming new variety, the immense flowers are pure white, stained and marbled deep rose. One of the most fragrant of all. **25c.**

ROYAL ROBE. Lovely rich glowing purple, distinct and fine. **25c.**

RUTH HENGSTENBERG. An exquisite soft salmon pink, with very large full flowers on strong stems. Petals heavily fringed. Outstanding in shell-pink carnations. **35c.**

SAGAMORE. Rich apricot orange with crimson edges on the petals. Blooms continuously. **25c.**

SPECTRUM SUPREME. Favorite bright scarlet very large, in bloom constantly. **20c.**

TOPSY. A glorious shade of dark red. **20c.**

VARIEGATED WONDER. White flowers showing rose pencillings on the fringed petals. **25c.**

VIVIAN. Large flowers of bright rose pink. **20c.**

WOBURN. Large full flowers of deep velvety crimson, with fringed petals and sweet fragrance. **20c.**



CARNATIONS ARE EASY TO GROW. Fast becoming America's favorite flower, your garden should not be without a number of plants of the superb varieties, to furnish you with delightfully fragrant long stemmed flowers for your table.

Plant Carnations in well drained soil in sunny location. Keep plants pinched back until many shoots have developed from base. When they become well rounded in form, let the flower shoots develop. For largest flowers, disbud so that only one bud remains on each stem.

Feed Vigoro in spring and summer for more abundant blooms.

NEW CARNATION—DEBUSSY

As subtle and modern as the color harmony of Debussy's music. Dissonant yet harmonic, this 1942 California Flowerland novelty is a unique carnation, to appeal to the sophisticated taste. Coral and blue-lilac, an unexpected and compelling color; large flowers on long stems. Each \$1.00; 3 for \$2.50.

QUANTITY DISCOUNTS

10% Discount for ten to forty-nine plants, 20% Discount for fifty or more.

PADRE DAISIES

A wonderful new everblooming strain of this showy flower, the result of six years' selection by Mr. Edward A. Howard. Beds of these Gazanias were in bloom constantly for 40 months in the Palisades Park in Santa Monica.

The flowers are twice the size of ordinary Gazanias, and range from cream, buff and yellow shades to deep orange, salmon, rose and maroon, some oddly marked and zoned with olive green, brown or cinnebar red.

Mixed Colors, 3 for 25c; 25 for \$1.25.

MOROCCO DAISY

CHRYSANTHEMUM MAWII. For sunny positions in the perennial border, or for rock gardens, where color is wanted, this new hardy Chrysanthemum is a gem. Flowers are rich pink, two inches across, on 12-inch stems; foliage is fern-like and silvery. 4-inch pots, each 35c; 2 1/4-inch pots, each 20c.

STAR OF THE VELDT

DIMORPHOTHECA EKLONIS. Star of the Veldt or Blue African Daisy. Showy daisies with petals of pure white, the reverse side steel blue, and center disk of deep blue. Flowers are large, of good substance, and produced on stems of good length for cutting. Plants grow readily in any sunny location, to a height of 18 to 24 inches, and are very free flowering. Price: 2 1/2-inch pots, each 15c; 4-inch pots, 35c.

DIMORPHOTHECA SPECTABILIS. The loveliest species, with rosy lilac daisy-like flowers on long slender stems. Should have a sunny position in well drained soil. 2 1/2-inch pots, each 20c.

GYPSOPHILA

BABY'S BREATH

The plants produce graceful sprays of tiny white or pink flowers used in bouquets.

GYPSOPHILA PANICULATA. Single White, Double White, Double Pink. Price. 2 1/4-inch pots, each 20c.

GAZANIA

Brilliant orange and yellow daisy-like flowers make a dense carpet of color. Plants are closely matted and make an excellent ground cover for parkways and dry rocky situations in full sun. Orange and Lemon, flats of 100 plants, \$2.00.

DIANTHUS

Especially fine for planting in beds and borders; their delightfully refreshing, spicy odor makes them a wonderful addition to the garden.

DIANTHUS PLUMARIUS. The old fashioned fragrant Clove Pink, with fringed edges; many colors. 3 for 25c; 25 for \$1.25.

EVERBLOOMING GARDEN PINKS

BEATRIX. Light salmon pink flowers, very double, in compact clusters. The plants sometimes produce carmine and pink flowers together. Lovely for cutting, as are the white and red varieties.

WHITE BEATRIX. A lovely new pure white.

RED BEATRIX. Bright rosy red.

Price of the above three Pinks, 3-inch pots, each 20c.

DIANTHUS WINTERI. A beautiful class of hardy Garden Pinks, compact and bushy, with blue green foliage, continuously producing large fragrant single flowers on tall branching stems. They are very colorful in beds and borders, and fine for cutting. We have them in the following colors:

Rosy Crimson.

Rose Pink with crimson eye.

Clear Pink.

White. Dwarfier growing, splendid for edgings.

Price: 2½-inch pots, each 20c. Mixed Colors, each 15c; 4-inch pots, each 35c.

BLUE DAISIES

FELICIA AETHIOPICA. Like Agatheia, but the daisy-like flowers are larger, and deeper blue, with long petals. Very free flowering and showy in the border. Each 15c.

DWARF BLUE DAISY

ASTER ROTUNDIFOLIA. Flowers deeper blue than Agatheia, on very low, spreading plants. Ideal for borders, making a colorful mass of blue. See page 7. 3 for 25c; 25 for \$1.25.

EVERBEARING STRAWBERRY

ROCKHILL NO. 24

A distinct variety of strawberry, in that the plants do not produce runners, but form attractive bushy plants. Foliage is luxuriant and handsome, and the blossoms and brilliant red berries add greatly to the beauty.

Berries are large, brilliant red, and of delicious flavor and quality, with the fragrant tang of wild strawberries. This variety is splendid for planting in strawberry jars, which make a striking decoration for patios and gardens. It also makes attractive ornamental edgings in the garden. Fruiting size plants in pots, 5 for \$1.00; 25 for \$4.00; 100 for \$16.00.

CREeping STRAWBERRY

FRAGARIA INDICA. A splendid plant for ground covers and rock gardens, with pretty shiny foliage and creeping root system, spreading rapidly. Flats of 100 plants, \$2.50.

EVERBLOOMING PINKS, Dianthus Winteri



HELENIUM

Desirable, tall growing plants, with broad, spreading heads of flowers, in bloom for a long season. They do well in any good garden soil, in full sun.

HELENIUM PEREGRINUM. The finest variety, with the largest flowers, producing masses of lovely shiny dark mahogany red, the edges of the petals faintly edged with yellow. In bloom all through July and August. Each 50c.

HELENIUM CHIPPERSFIELD ORANGE. A fine new variety with large heads of copper and gold blooms. This is the best of the tall varieties, 4 feet high. Each 50c.

HELENIUM RIVERTON BEAUTY. Rich lemon yellow, with large purplish black centers; four feet, blooms in summer and fall. Each 35c.

HELENIUM RIVERTON GEM. Old gold, changing to wallflower red. Three and one-half feet, blooms in summer and fall. Each 35c.

HELIIANTHEMUM

SUNROSE

HELIIANTHEMUM CHAMAECISTUS HYBRIDS. Fine trailing plants with small dark green to grey-green foliage, and flowers like small wild roses of red, yellow, salmon and cream. 2¼-inch pots, each 15c; 1-gal. containers 40c.

HELIIANTHUS

SUNFLOWER

Perennial Sunflowers are most effective and showy in the border, and handsome for bouquets, during summer and autumn. They are remarkably hardy, succeeding in any soil, and free flowering.

HELIIANTHUS MAXIMILIANI. The latest of all, with long graceful sprays of golden yellow flowers in October. 5 to 7 feet.

HELIIANTHUS MULTIFLORUS FLORO-PLENO. Large double, dahlia-like blooms in great profusion from July through September. Four feet.

HELIIANTHUS ANGUSTIFOLIUS. Slender, tall-growing plants, with long narrow leaves and large clusters of single, bright yellow flowers.

Price of the above: 4-inch pots, each 35c.

BABY'S TEARS

HELIXINE SOLEIROLII. Moss-like plant of bright green, with tiny round leaves. For ground covering in shady situations, edging walks, etc., this is invaluable. In flat boxes to cover an area of 100 square feet, \$2.00.

THE HIGHLY DECORATIVE ACANTHUS. See page 1.



California Flowerland

CORAL BELLS

Attractive plants of easy culture, for sun or half-shade, producing graceful sprays of tiny bell-shaped flowers on slender stems which rise from a rosette of glossy evergreen leaves.

HEUCHERA SANGUINEA. "Spitfire". Brilliant scarlet bells. 2¼-inch pots, each 10c; 4-inch pots, each 25c.

HELIOPSIS

HELIOPSIS PITCHERIANA. Hardy perennials, easily grown, belonging to the Sunflower family. Large showy flowers of heavy texture, deep orange yellow, on tall stems. Blooms in July and August. Each 35c.

HUNNEMANNIA

HUNNEMANNIA FUMARIAEFOLIA. Mexican Tulip Poppy. A splendid perennial poppy with large single yellow flowers of a crepe-like texture, tulip shaped, two or three inches across. Splendid for cutting, blooming over a long period of time. Does best in a warm, rather dry situation. 2¼-inch pots, 10c; 4-inch pots, 25c.

IBERIS

IBERIS SEMPERVIRENS. Perennial Candytuft. Hardy dwarf plant with evergreen foliage, for permanent borders or rock garden planting. Dense tufts of pure white flowers over a long season.

IBERIS WHITE GEM. Very dwarf, low growing variety, excellent for edgings, making solid mounds of fragrant white flowers.

Price: 2¼-inch pots, each 15c; 4-inch pots, each 25c.

IMPATIENS

Fleshy stemmed tender plants with bright green glossy foliage and bright flowers, for colorful beds and groups in shade, or as pot plants in shaded positions.

IMPATIENS HOLSTII HYBRIDS. A splendid mixture of bright shades of red, salmon, rose, pink.

Price: 2½-inch pots, each 10c; 4-inch pots, each 25c.

IMPATIENS OLIVERI. This makes a fine specimen of rounded form, 3 to 5 feet across, with large lilac-lavender flowers.

IMPATIENS—NEW WHITE. Dwarf compact plant with myriads of pure white blossoms. Charming in pots or in the garden.

Price: 2½-inch pots, each 15c; 4-inch pots, each 35c.

Perennials

KENILWORTH IVY

LINARIA CYMBALARIA. Kenilworth Ivy. Trailing plant, for hanging baskets, window boxes, rockeries, etc. Luxuriant, shiny green foliage and small lilac blue flowers throughout the summer. **2 1/4-inch pots, each 15c.**

LAVENDER

LAVENDULA VERIS. True English Lavender. Fragrant herbs, forming low rounded shrubs, with grey-green foliage and spikes of soft lavender flowers, valued for the border or rock garden. Grows 18 to 24 inches high. **1-gallon, each 35c.**

RED LOBELIA

LOBELIA CARDINALIS. Different from the dwarf border Lobelias, and forming large clumps, with luxuriant foliage and tall spikes of brilliant scarlet flowers, two to three feet high. Plant in clumps, in rich moist soil. **Each 35c.**

MOSQUITO VINE

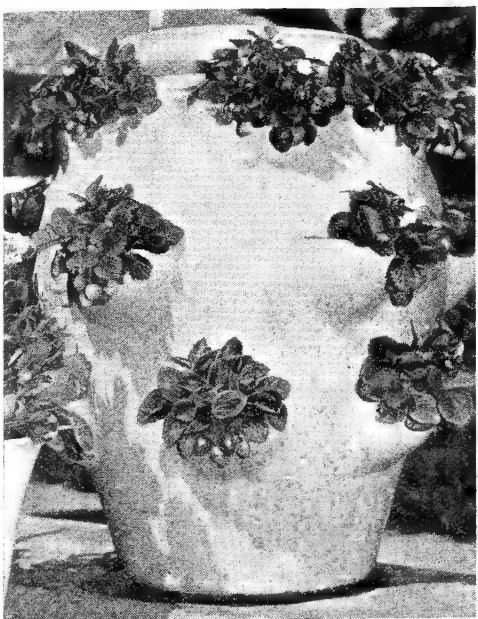
LOPEZIA ALBIFLORA. Pretty little trailing plants for hanging baskets and boxes, with fine bronze foliage and small pink flowers resembling a mosquito, hence the name. Blooms all winter and spring, in full sun. **2 1/4-inch pots, each 15c; 4-inch pots, each 25c.**

NEW RED LOPEZIA. Salmon red flowers, larger than above. Plants more vigorous and spreading. Brought by us from Guatemala, this plant is a gem for ground cover, pots and hanging baskets. **Each 25c.**



DWARF BLUE DAISY makes a bright blue border. See page 6.

ROCKHILL STRAWBERRIES in Strawberry Jar.



California Flowerland DELPHINIUM

Visitors marvel at the towering spikes of our wonderful Pacific Hybrid Delphiniums, in bloom in our garden from spring until fall. They are much easier to grow than older types, and will illuminate your garden with glorious tones of blue. The spikes are covered with large double blossoms, and are ideal for cutting.

Lavender Pastels, including Pink tones.

Violet Shades, the deepest colorings.

Giant White

Deep Blue Shades

Medium Blue Shades

Light Blue Shades

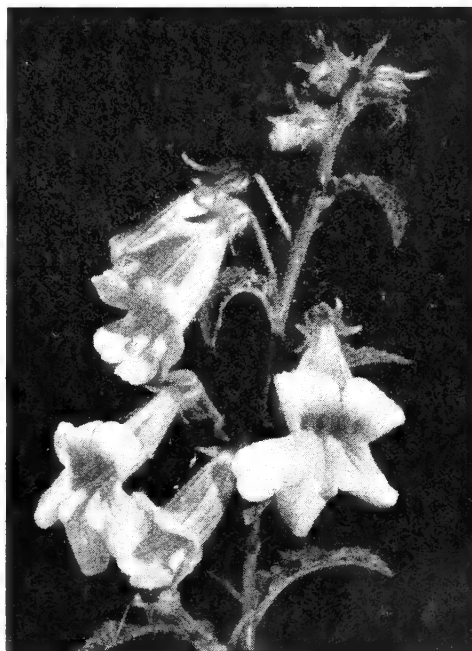
Field grown clumps, each 35c; Young vigorous plants in our plant band pots, each 10c; 25 for \$2.00; 100 for \$8.00.



RUDEBECKIA PURPUREA. See page 8.

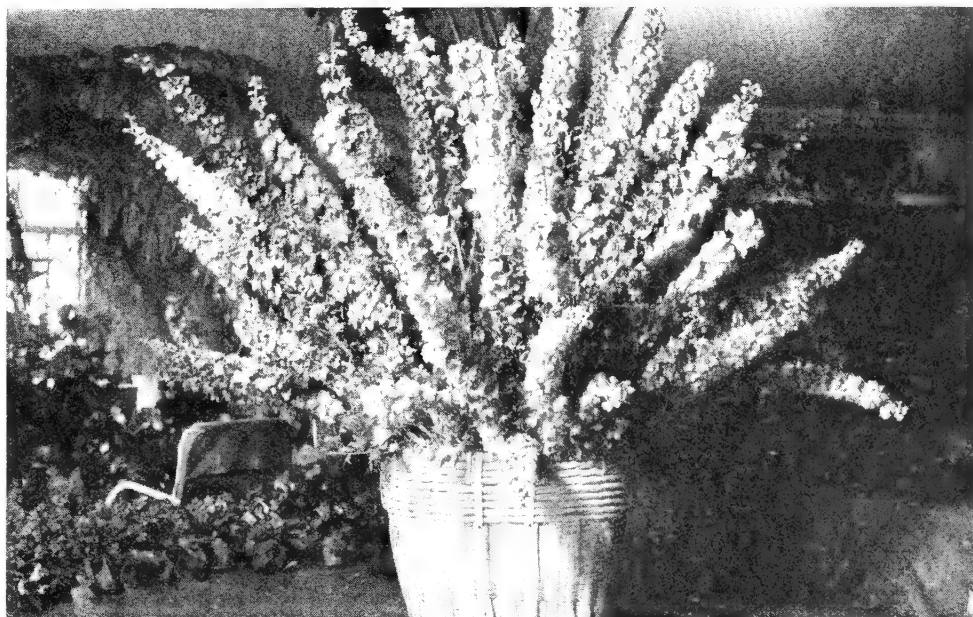


CAMPANULA GLOMERATA
Heads of rich blue, set off by attractive foliage. See page 3.



REHMANNIA, Fleur Blanc
A lovely flower for garden and cutting. See page 8.

CALIFORNIA FLOWERLAND PACIFIC HYBRID DELPHINIUMS





ARCTOTIS HYBRIDS, Brilliantly Colored.
See page 2.

CORAL GEM

LOTUS BERTHOLETI. A beautiful trailing vine for hanging baskets, window boxes, porch pots, etc., growing well in a sunny position. It has feathery, grey-green foliage and brilliant coral red flowers shaped like a parrot's beak produced in profusion. **2 1/2-inch pots, 20c; 4-inch pots, 35c.**

MIMULUS

MIMULUS—QUEEN'S PRIZE. Monkey Flower. Very large flowering hybrid, with open flaring flowers in shades of yellow, orange and gold, spotted with brownish red. They like a moist, shaded situation. **2 1/2-inch pots, each 20c; 4-inch pots, each 35c.**

NEPETA

NEPETA MUSSINI. An excellent creeping plant for border and rock garden, forming dense tufts of small crinkly sage-green leaves, and masses of small light violet flowers in summer. **2 1/2-inch pots, each 15c.**

ORIENTAL POPPY

PAPAVER ORIENTALIS. For gorgeous coloring, these hardy poppies have few rivals. Flowers are huge, with glistening broad petals of scarlet, orange, salmon, and cream, and conspicuous black centers. **Each 40c.**

PENSTEMON

One of the showiest and most satisfactory perennials for the California garden. Penstemons may be planted in almost any location, at any time of the year, and always give satisfactory results. They grow two or three feet tall, with clean bright green foliage, and send out spike after spike of brilliant funnel shaped flowers, which are just as effective in bouquets as in the garden.

PENSTEMON. Sensation, Mixed Colors. Flowers of marvellous size, brilliant color and deeply veined throats. **25 for 75c; 100 for \$3.00.**

CALIFORNIA FLOWERLAND IMPROVED GIANT PENSTEMONS. Huge spikes of very large flaring flowers, in rich carmine and lilac shades, white throats.

Carmine Shades	Amaranth
Bright Red	Lilac
Rose Shades	White

Price of the above fine Penstemons, **2 1/4-inch pots, each 15c. Larger, 35c.**

FLOWERLAND GEM PENSTEMONS

An extremely free-flowering class, the numerous spikes of bloom are graceful and showy. Flowers not so flaring, but closely set on the stems. Beautiful in mass planting and lovely for cutting. These Gem Penstemons are among the finest perennials one can grow.

Pink Gem. Lovely rose pink.

Scarlet Gem. Brilliant red.

2 1/2-inch pots, each 20c; larger, 35c.

Page Eight

SPANISH SHAWL PLANT

SCHIZOCENTRON ELEGANS. An interesting and lovely creeping or trailing plant, making a dense mat that becomes covered with masses of single bright rosy purple flowers. From a distance they resemble Bougainvillea blooms. Lovely in half-shade, and should have some leaf mold. A good ground cover, and fine for hanging baskets. **4-inch pots, each 40c.**

SCABIOSA

SCABIOSA CAUCASICA. Very hardy plants, with lovely large flowers on tall slender stems, wonderful for cutting. Our strain includes all shades of blue and lavender. **2 1/4-inch pots, each 15c; 4-inch pots, 25c.**

SCABIOSA COLUMBARIA. One of the most beautiful flowers for cutting, and just as attractive in the garden. The plants bloom almost continuously, being especially free flowering during the winter. Flowers are very graceful and lacy, on long strong stems, and the colors are exquisite, ranging from lavender blue to delicate mauve and light pink. **2 1/4-inch pots, each 10c; 4-inch pots, each 25c.**

SCABIOSA GRAMINIFOLIA. A fine new introduction, of much dwarfer habit of growth than the preceding, with silvery green foliage and showy flowers varying from vivid pink to soft rose. **Each 35c.**



SCABIOSA COLUMBARIA

Additional Perennials

On pages 14 and 15.

Sensitive Plant

MIMOSA PUDICA. Touch the feathery foliage and these plants "go to sleep". You will enjoy these fascinating plants. Grown as pot plants, they are ornamental as well as amusing, having flowers like fluffy pink balls. **Each 35c.**

REHMANNIA

Splendid, easily grown perennial of great beauty. The plant is of handsome pyramidal habit, two to three feet high, with narrow, glossy deep green leaves, and tall, much branched spikes of trumpet-shaped flowers. Plants bloom for many months in the garden, and the flowers keep exceptionally well in water. See illustration on page 7.

REHMANNIA ANGULATA. Bright rose, spotted gold and brown in the throat. **2 1/4-inch pots, each 15c; 4-inch pots, 35c.**

REHMANNIA FLEUR BLANC. Exquisite snowy white flowers, with green shading in the throat. **2 1/4-inch pots, each 15c; 4-inch pots, each 35c.**

PRIMROSES

Among the most useful and beautiful plants to grow in shady beds or in pots, Primroses provide color nearly the year around.

PRIMULA OBCONICA. Familiar as pot specimens, especially at Easter, this variety is splendid for planting in shady beds. Our strains produce very large flowers in great clusters. **Colors: Red, Rose Pink, Blue, White. Plant band pots, 3 for 25c; 25 for \$1.25; 4-inch pots, each 35c.**

POLYANTHUS. English Cowslip. Blooming throughout spring and summer, Polyanthus are one of our leading shade-loving plants. Colors are very bright, including red, gold, rose, blue, white, and combinations of these colors. **Plant band pots, 3 for 25c; 25 for \$1.25; 4-inch pots, each 35c.**

RUBBECKIA

GOLDEN GLOW. Well known, old fashioned plant, very hardy; grows four to six feet tall, producing great masses of double golden yellow flowers in late summer. **Each 35c.**

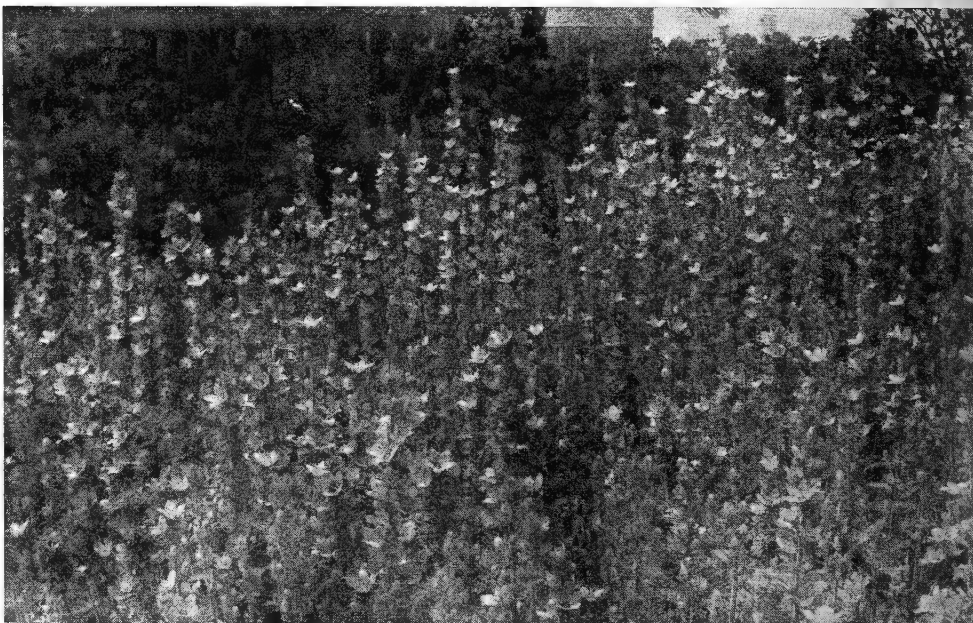
PURPUREA. Giant Purple Cone-Flower. Bushy plants, three feet tall, producing masses of handsome daisy-like flowers, of striking shade of reddish purple, with a remarkable large cone-shaped center of deep brown. Showy in the border and for cutting. **Each 35c.**

STATICE

SEA LAVENDER

STATICE CASPIA. Tiny pale lavender flowers in great sprays, popular for mixing with bouquets. Shiny foliage, good for the rock garden and borders. **2 1/2-inch pots, each 15c.**

STATICE PEREZII. Grows 18 to 30 inches tall, with broad leaves and sprays of bright lavender flowers. The most popular Statice, does well all along the Coast. **Each 35c.**



Portugal Bell Flower makes a permanent bed of soft blue. Illustrated in color on page 3.

California Flowerland Large Decorative Dahlias



GOLDEN GLORY. Hybrid Cactus Dahlia.
See page 10.

A. GOODACRE. Huge flower of intensely brilliant lemon yellow, each broad petal contrastingly tipped white. A sensational flower of most unusual coloring. **\$2.50**

ALACE. Very large flowers of bright cerise with silvery reverse. **50c**

ANNECKE. A striking variety from Holland. Rich glowing scarlet with a golden glow at center. Broad rounded petals; a fine cut flower. **75c**

ANNA BENEDICT. Large deep crimson, with velvety dark bronze sheen, an odd, artistic coloring. Vigorous, free flowering, on strong stems. **75c**

BLUE RIVER. One of the loveliest and most unusual, in color, of all dahlias. Most pleasing shade of deep bluish lavender, a tone that is extremely useful in cut flowers. Every plant produces quantities of perfect, eight to nine-inch blooms, on stiff stems. **\$1.00**

BOBBY DEAN. A sensational new color, iridescent pinkish golden buff; this dahlia has every good quality,—long keeping, perfect size and form, and good stems. **75c**

CLARA CARDER. Beautiful large informal flower of rich cyclamen pink. **50c**

CLARA CLEMENS. Dark red with white tips. The large ball-shaped flowers are ideal for cutting, making a striking display. **50c**

DAILY MAIL. Large golden yellow with bronzy center. Has won high awards wherever shown. **75c**

DEUIL DU ROI ALBERT. A most unusual novelty from Belgium, different from anything we have seen. The petals are rich purple at the base, the outer half pure white. The flowers are of nice size, the petals gracefully curved, giving a striking bi-color effect. **\$1.00**

FLAMING METEOR. Bright orange scarlet, shaded buff. An excellent flower, always popular. **50c**

FULL MOON. Fine large soft yellow. **50c**

GRACE GULLIVER. The intense rose pink flowers are wonderful for cutting, with long, straight stems. **75c**

From hundreds of varieties, tested in our growing grounds, we present this select list of novelties and standard varieties. Our fields, from July until October, present a spectacle of color, a living catalog of varieties for your selection.

We offer either healthy tubers or green plants, which, planted from April until July, will give the best results.

HELLY BOUDEWIJN. A lovely new pure white Dahlia with broad, waxy petals, curved inward like a water-lily. The flowers are medium sized, just right for flower arrangements, on long slender stems. Has captured prizes all over the world. **\$1.00**

HOLLYWOOD. Rich pure gold in color, large, long-stemmed, delightful in form. One of the finest of all. **50c**

JAE MAE LANE. Perfectly formed pure white, on long straight stems. **35c**

MARESCIALLO BALBO. Enormous flowers on very strong stems, amber yellow and brown. **50c**

MAYME NATHAN. Brilliant, glowing American Beauty red. A sensationally colored, very large flower that immediately attracts attention. **75c**

MRS. I. DE VER WARNER. Popular glowing mauve pink. **35c**

NOPAL. Rich glowing deep red, large flowers on perfect stems. **35c**

PASADENA. A giant flower on tall, rigid stems, of a lovely tone of bright rose pink. **\$1.00**

PAUL J. HOWARD. Very large bright yellow. This variety has been outstanding in our fields, carrying its flowers on towering stems. **\$1.00**

PIUS XI. A wonderful variety with full rounded flowers of salmon scarlet shading to buff yellow at tips of slightly twisted petals. Excellent keeping qualities. **75c**

SNOWBALL. Large white formal type, a fine keeper. **50c**

SONIA. Magnificent wine red blooms on straight upright stems. A wonderful keeper, that comes as near to being perfect in every way as any dahlia grown. **50c**

TOWER'S EMPIRE. This had the largest flowers of any, in our fields. Bright gold, full petalled, on tall straight stems. Petals are prettily pointed. **75c**

WHITE DUCHESS. Huge exhibition blooms of pure white, broad petalled, long stemmed. **50c**

ANNA BENEDICT. The best deep red Decorative Dahlia



DEUIL DU ROI ALBERT

JANE COWL. Massive blooms of bronze and old gold. **35c**

JERSEY'S BEAUTY. The most popular pink Dahlia. **35c**

MAJOR EDWARD BOWES. Lovely shell pink, most desirable for home decorations or exhibition. Broad petals, rounded at the tips. **50c**

MARGARET COLE. Buff, with white tips. **35c**

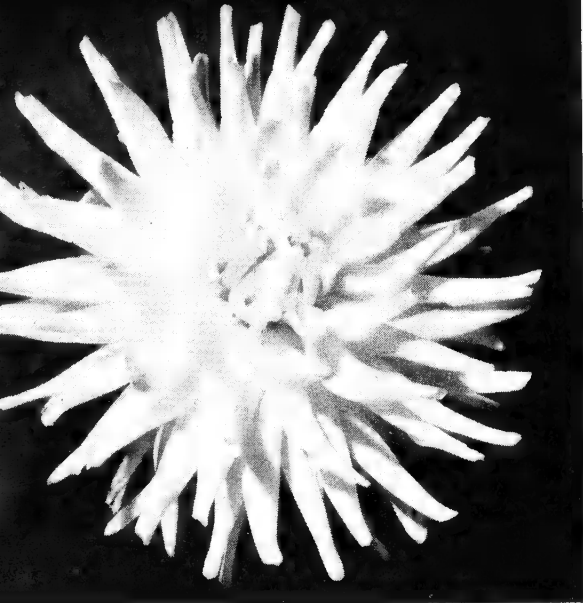
Quantity Rates

Deduct 10% if you order five or more. We pay postage on orders of \$1.50 or more.

Add 15c for mailing if orders are under \$1.50.

Add 3% sales tax for shipment within California.





LITTLE SNOW QUEEN
An ideal small pure white Cactus Dahlia for cutting.

Small Decorative Dahlias

This class of Dahlias, growing in favor each year, is outstanding for cutflowers, and admired by everyone, because the flowers are of ideal size for table decorations and flower arrangements in the home.

COLOR QUEEN. See illustration on opposite page. These firm little flowers are exquisite in form, and are a rich deep crimson in color. The petals have a velvety sheen. One of our most charming varieties. **50c.**

COCARDE. Golden orange, rounded blossoms on stiff stems. **35c.**

FRIARS CRAIG. Pure flaming orange, incurving petals, wonderful in color and shape. Free flowering, good stems and habit. **50c.**

JOAN. Pleasing soft cerise, excellent form. **35c.**

SHIRLEY TEMPLE. Pure deep yellow, ball shaped. **35c.**

TIPPY. Old gold, center and tips of petals lavender. Very lovely flower of ball type; exceptional cut flower. **50c.**

DR. MARGARET CLARK. Gold, with deep orange shadings, free flowering. **50c.**

COCKTAIL. Medium sized informal decorative, of interesting form and unique coloring. Petals are sulfur yellow, with deep lilac reverse. **50c.**

HELLY BOUDEWIJN
Best pure white Decorative Dahlia. See page 9



PAUL J. HOWARD'S

Cactus and Hybrid Cactus Dahlias

Cactus Dahlias produce beautifully formed double flowers, with long graceful petals, incurved and twisted, sometimes fluted, on strong stems. They are fully double, good size, not too large for artistic floral decoration.

The Hybrid Cactus types have broader petals, forming broad flat flowers of interesting appearance. The plants are very free flowering, of strong, vigorous growth, splendid for garden display.

ANDREAS HOFER. Soft pink, with creamy center. Medium sized true Cactus, popular for cutting. **50c.**

BETTER TIMES. True Cactus, lovely lilac-rose, on stiff stems. **50c.**

CALIFORNIA BEAUTY. Pure copper, always in demand. Graceful, true Cactus type. **50c.**

FANCHON. Beautiful large lavender pink. **50c.**

GEHR. VAN RAEMDONCK. Hybrid Cactus, salmon rose with primrose center; long, strong stems. **75c.**

GOLDEN AGE. One of the most beautiful of all. Exquisitely formed, on stiff wiry stems, the flowers are rich orange yellow. **\$1.50.**

GOLDEN GLORY. Beautifully formed hybrid cactus type of bright orange, with gold tipped petals. A splendid cut flower. **Each \$1.50.**

GOLDEN STANDARD. Hybrid Cactus. Large golden bronze and gold, like Jane Cowl in color. **75c.**

INKYO. Hybrid Cactus. Handsome velvety blackish crimson. **35c.**

JAMBOREE. Hybrid Cactus, of unusual and striking beauty. Clear rosy lilac. **50c.**

MISS BELGIUM. Bright orange, of medium size, very fine for cutting. True Cactus. **50c.**

MME. C. JUSSIANT. One of the prettiest true deep lavender cactus dahlias, the large blooms looking like lavender lace. Long straight stems, and exceptional keeping qualities. **\$1.50.**

M. PIERRE LUNDEN. Like Miss Belgium in size and type, equally fine for cutting, the color a lovely tone of rose pink, with golden center. **75c.**

SCARLET ELEGANCE. Vivid red, same size as Miss Belgium. **50c.**

Small Cactus Dahlias

This group of Dahlias, small to medium in size, are the most graceful of all. Their slender, wiry, stiff stems adapt them to floral work, and in vases and baskets they are charming. Small Dahlias can be used in the home where there is often no space for the larger types.

BABY ROYAL. Semi-Cactus. Salmon pink on golden ground, gracefully curled petals. **35c.**

DION. Exquisite yellow, soft and clear. The plants are extremely free flowering, and the dainty flowers have thin, wiry stems that make this dahlia one of our outstanding flowers for cutting. **75c.**

LITTLE JENNY. Rosy pink, with canary yellow center; very free flowering. **50c.**

LITTLE SNOW QUEEN. Pure white, enlivened by a faint greenish glow in the center. One of the most artistic cutflowers imaginable. **50c.**

LITTLE SUNBEAM. Orange, with salmon sheen, center petals yellow. **50c.**

Dwarf Dahlias

These dwarf Dahlias make colorful beds, as effective as Zinnias, and the flowers are lovely for cutting. Plant them about 18 inches apart, for a mass of colorful bloom.

California Flowerland DWARF DOUBLE DAHLIAS

As colorful as Zinnias, and just as easy to grow, are these splendid bedding Dahlias. The plants grow about two feet high, and flower for an extremely long season.

Tubers of Mixed Colors, 2 for 25c; 10 for \$1.00; \$8.00 per 100.

SEPARATE COLOR BLENDS

Orange shades, Red shades, Salmon-Scarlet shades, Pink and Rose shades, Yellow shades. Each 15c; 10 for \$1.35; 100 for \$12.00.

California Flowerland DWARF SINGLE DAHLIAS

Mixed colors, including rose, pink, white, yellow, orange, scarlet, etc. The plants are bushy, grow from two to three feet high. Tubers, 2 for 25c; 10 for \$1.00; \$8.00 per 100.

Dahlia Collections

We grow in our fields many exceptionally fine Dahlias, some of which we do not have in sufficient quantity to list separately. We make up special collections of these, which include many novelties that we will have in our catalog next year, and offer them at a great reduction, in collections. Each variety is separately named and labelled.

DAHLIA COLLECTION NO. 1

6 Different Large Decorative Dahlias, our selection, (at least a \$2.00 value) \$1.00

DAHLIA COLLECTION NO. 2

6 Different Cactus Dahlias, our selection, (at least a \$2.00 value) . \$1.00





COLOR QUEEN

Charming Small Decorative Dahlia

DAHLIA COLLECTION NO. 3

6 Different Small Decorative and Small Cactus Dahlias, our selection. (at least a \$2.00 value) . \$1.00

DAHLIA COLLECTION NO. 4

12 Different Dahlias, including Decorative, Cactus and Miniature (our selection, at least a \$4.00 value) \$2.00

Pompon Dahlias

Fascinating small flowered Dahlias that are valued as cutflowers for house decoration, particularly for the table. The pretty, symmetrical ball-shaped flowers, in bright, gay colors, are produced on long stiff stems, and last a long time in water, without burning the stems. The plants are free flowering, and make a fine display in the garden.

ALICE HAITT. Rich red, prolific. 35c.

AMY. Pale lavender, white base. 35c.

GERTRUDE WESTCOTT. Charming bronzy yellow, each petal tipped mahogany red. Lovely used separately or in combination with other types and colors, in flower arrangements. 50c.

JOE FETTE. The best white. 25c.

MARY MUNNS. Deep mauve. 25c.

NORA. Good tan or buff color. 50c.

PENNY. The finest deep yellow. 50c.

YELLOW GEM. Bright yellow. 25c.



CALIFORNIA FLOWERLAND POMPON DAHLIAS

California Flowerland **CANNAS** —A Choice Collection

Glorious free flowering subjects that raise their immense trusses of flowers high above their luxuriant tropical foliage.

With a return to gayer and more colorful gardens and homes, Cannas are finding renewed favor. The foliage and flowers are valued, too, in floral arrangements.

ALFRED MAUTHIER. Fine deep crimson. 3½ ft.

ALLEMANNIA. Bright red flowers with a margin of golden yellow. 5 ft.

AUSTRIA. Rich yellow, crimson in throat, green foliage. 3 to 4 ft.

CITY OF PORTLAND. Beautiful clear rose-pink, with large trusses well above the bright green foliage. 3½ ft.

DOROTHY. Brilliant new hue of salmon-scarlet, with orange sheen. 4 ft.

EUREKA. Nearest to pure white of any Canna. Flowers large and fine, soft creamy white. 4 ft.

FIRE BIRD. Intense brilliant scarlet blossoms of enormous size. Bright green foliage. One of the best. 4½ ft.

FLORENCE VAUGHAN. Fine pure yellow. 4 ft.

GLADIATOR. Deep yellow, dotted red. 4½ ft.

GOLDEN EAGLE. The best of the clear yellow cannas, a clear golden color. Free blooming and very effective. 4 ft.

GUSTAV GUMBER. Deep rich golden yellow, without marking. Green foliage, very fine. 3½ ft.

HUNGARIA. Large pure pink flowers. Plant of splendid habit of growth, with rich dark green foliage. 4 ft.

KING HUMBERT. Intense scarlet, with bronze foliage. Very popular. 4½ ft.

LA FRANCE. Large, clean flowers of an even shade of pure pink.

LOUIS CAYEUX. Giant flowered, clear bright rosy scarlet, with a golden cast. 4 ft.

MARY THILOW. Clear salmon rose, like Mrs. A. Conard, but with bronzy foliage. 4 ft.

MORNING GLOW. Soft salmon pink with a golden cast. Very beautiful.

MRS. ALFRED CONARD. Clear salmon pink; very free flowering. Green foliage. 4 ft.

MRS. PIERRE S. DUPONT. A gorgeously beautiful canna of a vivid watermelon pink. The flowers are very large, in massive trusses. 4 ft.

OLYMPE. Rich carmine rose, shading lighter toward the center. Trusses very large. 5 ft.

PANAMA. Fiery orange scarlet, edged gold. Reverse of petals gold, with large scarlet spots. Green foliage. 4 ft.

STUTTGARTIA. Orange scarlet, edged golden yellow, dotted with light scarlet. 4 ft.

THE PRESIDENT. This great red canna possesses every desirable quality. Of immense size, unsurpassed vigor, brilliant color, and a free bloomer. Green foliage. 5 ft.

Prices of All Cannas except Caliente,
Strong roots, Each 15c; 10 for \$1.35;
100 for \$12.00

Caliente, Each 25c; 10 for \$2.25;
50 for \$10.00.

Large clumps or 1-gallon containers, Each
35c; 10 for \$3.15.

VIGORO

An excellent all around fertilizer for the garden. We recommend it for feeding your Dahlias and Cannas to give more blossoms, richer color, better growth.

1 lb. 10c; 5 lbs. 45c
10 lbs. 70c; 25 lbs. \$1.40
50 lbs. \$2.30; 100 lbs. \$3.50



Section of Cannas in fields at California Flowerland. Gorgeous red variety is Caliente.



BOBBETTE, New Button Type

POMPON CHRYSANTHEMUMS

Price: Each 10c; 10 for 90c; 100 for \$8.00

AMETHYST. A tone of purple that blends beautifully with other colors. Tall plants. Dec. 1.

BRONZE PRINCESS. Rich reddish bronze of the large button type, in well formed sprays. Noticeably fine in our fields last fall.

EILEEN. Bright cherry red flowers of medium size, blooming about mid-November. Outstanding in color, form, and freedom of bloom.

LORIS. Exquisite bronze, similar to Legal Tender, but in bloom for Christmas.

DUSKY MAID. Splendid round pompon of red and gold, medium sized. Nov. 20.

ELORA. Blush pink with golden yellow center. Nov. 25.

LA GRAVERE. Very deep red. Begins to bloom about November 25 and often continues until Christmas.

MARY MORLEY SELLERS. Lovely deep rose, flushed with gold; decorative type flowers with pointed petals. Nov. 15.

MONTEREY. Rich rust maroon flowers, in beautifully formed sprays, with rigid stems, ideal for cutting. Plants medium dwarf, in bloom Nov. 20.

NATOMA. A grand showy novelty for the garden. Large flowers of brilliant tomato red, on sturdy plants. Oct. 25.

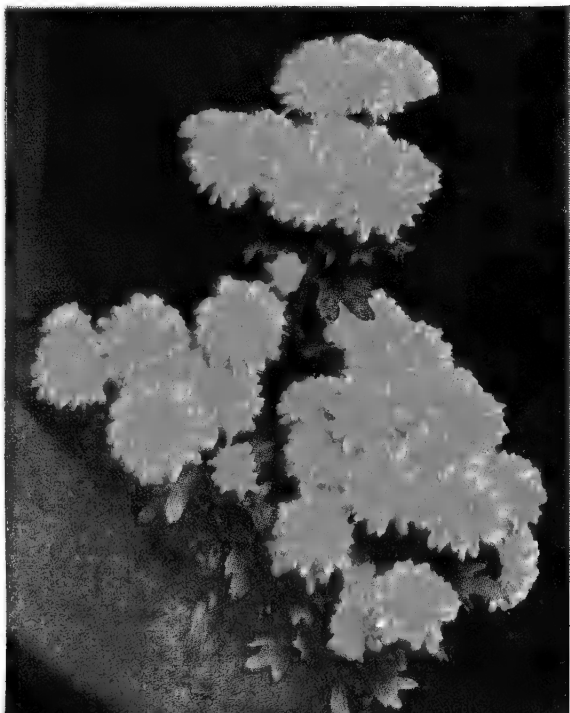
NUBIAN. Tall sprays of chestnut red. Oct. 15.

PIRATE GOLD. Rich golden bronze of outstanding beauty. Nov. 15.

ROYAL QUEEN. Lovely pure white for Thanksgiving. Extra fine.

YELLOW DUKE. The deepest rich golden yellow of all medium sized pompoms. Nov. 10.

BRONZE PRINCESS



California Flowerland Chrysanthemums

Flowers in abundance, rich in coloring and diverse in form, for a long season—for these qualities and for ease of culture, the Chrysanthemum reigns as **Queen of Autumn.**

IT PAYS TO PLANT PAUL J. HOWARD'S CHRYSANTHEMUMS

Order them by name from our select list. Each plant is vigorous, well rooted, free from disease, and correctly labelled. In no other way can you obtain such a wonderful display. Order early for best selections. **Strong potted plants ready late in April. May is the best month for planting.** Dates given are average for time of maturity of bloom. Also given are dates to start disbudding for large sized flowers.

BUTTON TYPE POMPONS

ARGO. Soft luminous pink. A button pompon that is perfect in form, with flowers nicely placed on the stems. Free-flowering, and a wonderful cutflower. Early November.

BOBBETTE. A lovely shade of deep pink, each petal tipped bronze, with bronze center. Stiff stems display the pretty button type flowers in graceful sprays. Long lasting when cut. Nov.

BROWN EYES. Large bright yellow button type, each petal tipped bronze, forming a pleasing brown eye in center. Nov. 20.

NEMO. Tiny white flowers. Nov. 25.

PATSY DOWD. Brilliant red flowers; plants of compact habit. Oct. 25.

RUFUS. Little flowers of crimson maroon. Nov. 1.

VIOLA. Rich velvety maroon-purple. Nov. 1.

PENELOPE. Brilliant yellow button flowers about one-half inch in diameter. The rounded plants are simply covered with bloom in mid-November. A fine pot specimen.

Single Chrysanthemums

One or more rows of petals; open centered flowers in graceful sprays, charming as decorations in baskets and vases. Some varieties, when disbudded, make startlingly large blossoms.

ALECK STRIBLING. Finest single white Chrysanthemum. Flowers of immense size when disbudded, with long heavy petals around a bright gold center. Wonderful stems, foliage, and keeping qualities. Begins flowering in late October, continuing over a long period. **Each 50c; 3 for \$1.25; 10 for \$4.00.**

Price of the following: Each 10c; 10 for 90c

ABSOLUTE. Brilliant scarlet bronze.

CURLY LOCKS. Quilled petals, pure white.

GARRY. Fine large single. Nov. 1.

MRS. E. D. GODFREY. Large clear pink. Nov. 25.

SONIA. Exhibition pink, broad petalled bright rose, strong stems. Blooms for Thanksgiving.

VALENCIA. Fine cutflower, pink, flushed gold, long stems. Nov. 20.

Feathery, Spidery and Threadlike Chrysanthemums

We have a wonderful collection of these interesting and strikingly beautiful types, which, with their curiously formed petals, often hanging down many inches, make unique and artistic decorations in baskets and vases. They may be disbudded, attaining large size, and attract much attention at shows. For home use and display they are among the most preferred types.

Price: Each 15c; 10 for \$1.15; 100 for \$12.00

BARONESS HILLA REBAY. A most artistic and beautifully formed flower with quilled petals of bronzy salmon-buff, shading to old gold as the flower ages. Strong plants, blooming about Nov. 10.

DAIBUSTI. One of the largest and showiest of all spidery types. Petals rosy cream, quilled and curled at the tips to look like little golden knots; center creamy yellow. Nov. 15.

F. J. TAGGART. Deep yellow quilled petals covered with hairs.

MARILYN. Very fine spidery type of flower, artistically formed, of old rose and lavender. Dwarf, compact habit of growth.

MAUVE SAM CASWELL. Feathery rosy mauve. Nov. 15.

MRS. W. W. WATERSTON. Large purple feathery type, with lacy, notched petals, good stiff stems and splendid keeping qualities. Excellent disbudded.

OKWANN. Large flowers, canary yellow, long tubular hooked petals with spoon tips. Much admired at flower shows as cutflowers or pot plants.

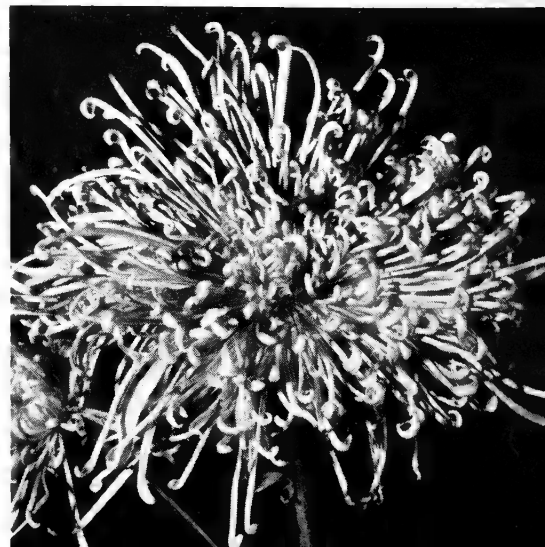
PEGGY ANN HOOVER. Large feathery variety, 9 inches in diameter when disbudded. Long tubular petals of delicate lavender. One of the loveliest of all.

PATRICIA NELSON. Very striking red and gold, full, narrow petalled flowers, especially beautiful in corsages and bowl arrangements.

PURPLE PRINCESS. Silvery purple with quilled petals. Strikingly different and artistic, and when disbudded is a sensational flower.

J. C. TAGGART. Deeply quilled petals of rich orange bronze, covered with hairs.

PATRICIA NELSON



Chrysanthemums

EXHIBITION CHRYSANTHEMUMS

The largest flowered type, magnificent when disbudded. For show purposes and for large cut flowers, allow one to three blooms to each plant.

Price each 15c; 10 for \$1.35; 100 for \$12.00

BARBARA PHILLIPS. Enormous flowers of perfect form, glowing golden yellow, with reflexed petals. Very fine, tall growing plant, to 5 ft.

BRONZE TURNER. Beautiful buff bronze, incurved; medium height. Nov. 1, take bud Aug. 20.

CORONATION AMARANTH. French purple with silvery mauve reverse. Broad petals of great substance. Tall, one of the showiest exhibition Chrysanthemums, blooms about November 1.

CORONATION ROSE. A lovely pastel shade of old rose, with silvery sheen over the petals. Artistic and a popular flower for cutting, fine for exhibition. Medium early.

CONSPICUOUS. An exquisite delicate pink, very long stems. Medium height. Nov. 1, take bud Sept. 1.

APPERT. Beautiful large incurved flowers of true golden yellow. Easily grown to a height of 5 feet. Take crown bud.

LOUISA POCKETT. Huge incurved pure white. Medium height, Nov. 1. Take bud Aug. 10.

PERCY LANCASTER. One of the handsomest and largest, with broad incurved petals of old rose, silvery reverse. Grows to 5 ft. tall, blooms midseason.

WILLIAM TURNER. Giant ball shaped flowers of purest white. Blooms Nov. 1.



WILLIAM TURNER, Exhibition Type

Large Commercial Chrysanthemums

Price: 2 for 25c; 10 for \$1.13; 100 for \$10.00

For long stemmed cut-flowers in the home, and for florist use. Plants are of medium height, unless described as SHORT or TALL.

BRONZE SHADES

BRONZE MISTLETOE. Fine late incurved, blooms Dec. 15. Take bud Sept. 30.

DETROIT NEWS. A marvellous incurved bloom of golden bronze. Oct. 25 from Aug. 30 bud.

MARK TWAIN. Autumn colors, rich bronze, buff reverse, incurved. Nov. 25 from Sept. 15 bud.

WHITE

MARKETEER. A new incurved white, large and ideal in form, that is already popular with growers. Take terminal bud. Nov. 1.

ALBATROSS. A very fine white incurved. Take terminal bud for late October bloom.

ANTARCTIC. Pure glistening white incurved flowers of large size. Take terminal bud for late November flower.

SILVER WEDDING. The most satisfactory white reflex. Tall growing, blooms Nov. 1 from terminal bud.

RED SHADES

GARNET KING. Rich velvety garnet red, reflexed. One of the most satisfactory of all large Chrysanthemums. Easy to grow; foliage deep green, healthy; plants uniformly produce perfect flowers. Take bud Sept. 20 for Nov. 20 blooms.

HARVARD. Fine deep crimson, reflexed, on low growing plants. Nov. 15, from Aug. 15 buds.

MOHAWK CHIEF. Late red, very rich, with reflexed petals. Dec. 1 from Oct. 1 bud.

LAVENDER TONES

HELEN FRICK. Popular deep lavender incurved. Nov. 25 from Sept. 10 bud.

MAUVE QUEEN. Perfect incurved mauve rose; inside of petals showing a reverse of silvery gray. Tall. Nov. 25 from Aug. 25 bud.

YELLOW SHADES

APRICOT QUEEN. Outstanding large incurved variety, of brilliant orange, with golden reverse. Strong plant with excellent foliage; blooms about Oct. 25. Take bud Sept. 5-10.

COLUMBUS DISPATCH. High globular flower of rich golden yellow. Outstanding in any collection. Oct. 25 from bud taken Sept. 1.

DOLLY DIMPLE. Reflexed, clear light yellow. Take terminal bud for Oct. 25 bloom.

FRIENDLY RIVAL. Immensely popular incurved brilliant yellow. Nov. 15 from Sept. 10 bud.

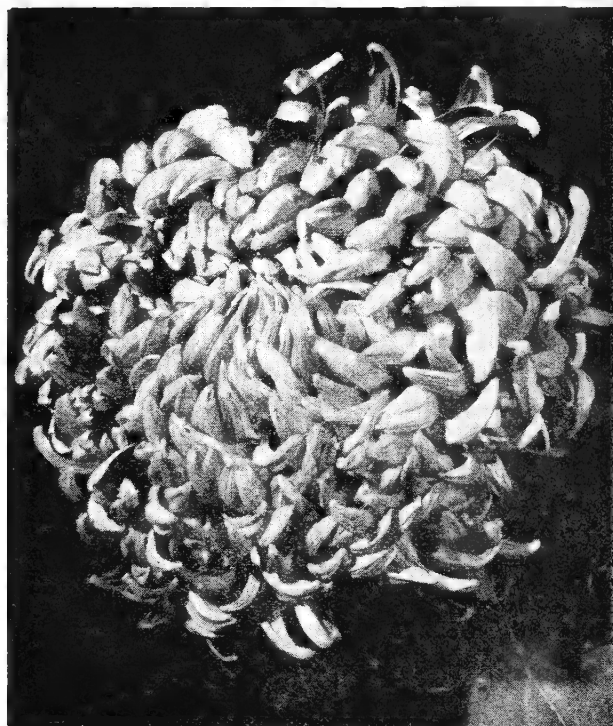
BLAZING GOLD. A beautiful globular flower of intense golden yellow. Large flowers in late October from terminal bud. Beautiful too, with 4 to 5 smaller "China 'mum" type flowers on each plant.

JUBILEE. Clear bright yellow of perfect incurved form. Blooms about November 15. Take terminal bud.

PINK TONES

APRICOT MAY WALLACE. New incurved flower of luscious apricot pink. Nov. 15 from Sept. 15 bud.

FLOYD GIBBONS. Outer edges of each petal rose, center cream, reverse buff, incurved flowers. Low growing, blooms Nov. 8 from Sept. 15 bud.



(Above) Barbara Phillips—(Below) Mauve Queen

Anemone Flowered Chrysanthemums

Two or more rows of petals surrounding a cushion center of contrasting color. Flowers are produced in beautiful sprays.

Price: 2 for 25c; 10 for \$1.13; 100 for \$10.00

BIZARRE. Striking and unusual color combination. Four rows of petals, rosy purple tipped with gold, surround a three-inch cushion of bronze gold. Nov. 10.

BRONZE NORMA. Large golden bronze blooms of very fine texture and color. One of the best for cutflowers. Dec. 1.

CITRUS QUEEN. Petals lemon yellow, cushion bright orange. Large rounded flowers with six rows of petals. Dec. 1.

NORMA. Delicate pink with bronze cushion center. Dec. 1.

THE TITAN. Bronze red throughout. Nov. 10.

TOPKNOT. A single row of bright pink petals, and a large, high white cushion suggest the name. Nov. 1.

TRONESTA. Bright pink petals, yellow cushion center. Oct. 15.

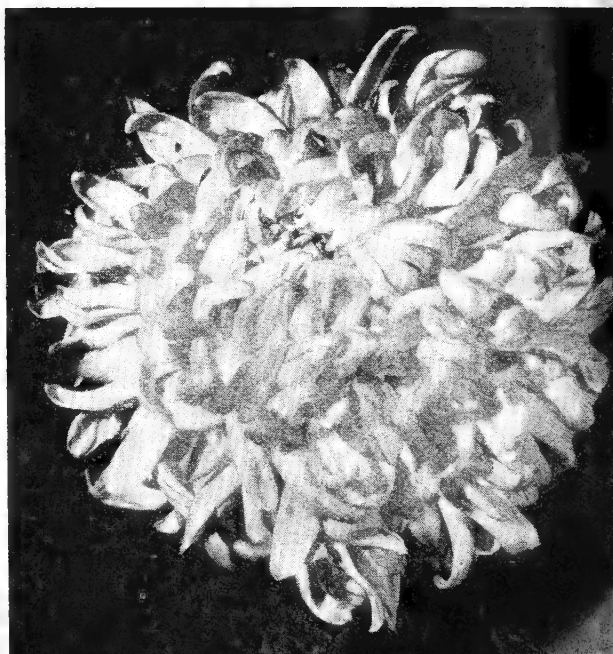
THREE BEAUTIFUL NEW ANEMONE CHRYSANTHEMUMS

Price: Each 35c; 10 for \$3.15

BOB WHITE. Very attractive plant, with beautifully formed flowers of pure white.

JEANETTE. A magnificent bronze buff flower, with beautiful high cushion of bright orange. Exhibition flowers, much admired at the flower shows. Nov. 5.

SWAN. We consider this variety, and the grand new Single, Aleck Stribling, the most valuable additions to our Chrysanthemum list. Exhibition flowers, with large crystal white outer petals, the center florets tufted, clear white when fully developed. Splendid flowers for cutting, as they keep a long time; plants tall and vigorous.





PAUL J. HOWARD'S MAMMOTH VERBENAS

PAUL J. HOWARD'S Perennial Flowering Plants

MAMMOTH VERBENAS

Plant Verbenas in pots, window boxes, use them in beds, borders, parkways, and for covering slopes. Our Mammoth Flowering Strain produces immense heads of bloom, the individual florets often as large as a half-dollar. The clusters of brilliant, fragrant flowers are borne in constant succession, almost the year 'round.

Only from cuttings can Verbenas, true to type and name, be grown. Seedlings display great variation and do not give such pleasing uniformity in the garden. While it costs more to grow Verbenas from cuttings, the long-lasting effect is worth many times the small difference in price.

BEAUTY OF OXFORD. Splendid light rose-pink.

BLUE TRIUMPH. Deep lavender-blue self-color, the nearest approach to true blue in Verbenas.

CRIMSON GLORY. Huge blossoms of deep, rich crimson. See page 2.

DIENER'S RED. Giant, glistening red.

ELLEN WILLMOTT. Rich deep rose-pink.

MAROON. Unusual shade of dark maroon.

PURPLE KING. Vivid deep purple.

WHITE. Large glistening pure white.

Price: 10 for 90c; 100 for \$8.00.

VERBENAS FROM SEED

The finest type of Mammoth Verbenas that can be grown from seed. **Red, Lavender, Cerise, Pink, White, or Mixed.** Price: 25 for 65c; 100 for \$2.50.

MOSS VERBENA

VERBENA ERINOIDES. Plants of trailing habit, forming dense mats of lacy foliage and bearing dainty blossoms. **Lilac, White.** Price: 25 for 90c; 100 for \$3.50.

SALVIA

SAGE

SALVIA FARINACEA. Blue Bedder. Tall growing, with shiny foliage, good for massing. Spikes of deep blue flowers, good for cutting. **2 1/4-inch pots, each 10c; 4-inch pots, each 25c.**

SALVIA SPLENDENS — HARBINGER. Scarlet Sage. *Salvia splendens* is one of the most brilliant of all bedding plants, and this new variety is the finest of all. Dwarf, compact plants, producing long spikes of dazzling bright scarlet from early spring until late in fall. In southern California, it is almost everblooming. Splendid also, as a pot plant. **2 1/2-inch pots, 2 for 25c; 4-inch pots, each 25c.**

THALICTRUM

MEADOW RUE

THALICTRUM DIPTEROCARPUM. One of the real gems among hardy plants, for cool shady situations, in rich moist soil. Has graceful sprays of fern-like foliage and delicate small mauve flowers on tall, slender stems; charming in the garden and in flower arrangements. **4-inch pots, each 35c.**

THYMUS

THYMUS VULGARIS. Common Thyme. The old garden herb, with dense, compact fragrant foliage and small white flowers. A good plant for the rock garden and ground covers, about ten inches high. **2 1/4-inch pots, each 15c.**

TRACHELIUM

TRACHELIUM CAERULEUM. An attractive late flowering perennial from the Mediterranean region, that thrives in almost any soil and exposure. Bears dense clusters of deep lavender flowers on wiry stems, about three feet high; a lovely cut-flower. **2 1/2-inch pots, each 15c; 4-inch pots, 25c.**

TRITOMA

RED HOT POKER

TRITOMA PFITZERI. Showy spikes of brilliant orange scarlet flowers, growing 3 to 4 feet high, from clumps of grassy foliage. Succeeds in any good garden soil, in a sunny, well drained situation. **1-gallon containers, each 35c.**

TRITOMA, CALIFORNIA FLOWERLAND HYBRIDS. New Midget Flowering. Smaller spikes of flowers, in many new and beautiful colors, including rose, red, saffron, orange, cream, yellow, white, in mixture only. **1-gallon containers, each 35c.**

VERBASCUM

MULLEIN

Plants of stately growth for background plantings, like Foxglove, splendid for warm situations, thriving in well drained sandy soil.

COTSWOLD GEM. An outstanding beautiful plant, producing tall slender branching spikes, 4 feet high, of soft amber yellow flowers, purple centered. In bloom from July to the end of September. **Each 50c.**

COTSWOLD QUEEN. A grand plant for the border, and for specimen planting. Tall flower spikes of delicately shaded old rose and buff pink. **Each 50c.**

MISS WILLMOTT. Very tall, five feet, with creamy white flowers in spikes. **Each 35c.**

OLYMPICUM. Silvery foliage, golden yellow flowers in large pyramidal spikes, to 6 feet high. **2 1/2-inch pots, each 20c; 4-inch pots, each 35c.**

PHOENICEUM HYBRIDS. An excellent strain containing interesting colors, ranging from white, pink, rose, purple, to bronze and brown. **2 1/2-inch pots, each 20c; 4-inch pots, each 35c.**

VERONICA

VERONICA REPENS. A charming creeping plant, with low, closely matted foliage, and numerous short spikes of lilac-tinted white flowers. An attractive plant for ground cover, borders, window boxes and rock gardens. **2 1/2-inch pots, 2 for 25c; 100 for \$10.00.**

VITTADINIA

CALIFORNIA FLOWERLAND IMPROVED STRAIN. Free flowering, low spreading plants, literally smothered with dainty, daisy-like blossoms of pinkish white, during the greater part of the year. This new strain produces flowers of larger size, and is exceptionally fine for the rock garden, edgings, and for hanging baskets and pots. **3 for 25c; 25 for \$1.25.**

Quantity Discounts

Except where quantity rates are quoted the following discounts apply:
10% discount for ten or more of one kind.
20% discount for fifty or more of one kind, or 100 plants in assortment of 25 or more of a kind.

PERENNIAL VIOLAS

True perennials, freely blooming most of the year, these two Violas are a grand acquisition for the garden. They make beautiful beds and borders, and the flowers are lovely in small bowls and vases. Plant them in a cool location, in part shade or full sun.

JERSEY GEM. Pure violet blue, the flowers resemble huge violets, on long stems. The neat plants bloom continuously, from early spring until late fall, beautiful in beds or borders. **Each 15c.**

WEDGEWOOD. Wonderfully hardy and free blooming, the flowers are deep, clear Wedgewood blue, and shaped like pansies. This is one of the most charming subjects you can grow. **Each 35c.**

VIOLETS

PRINCESS OF WALES. Clear violet-blue flowers, delicately fragrant, on long stems. The largest single violet grown. **2 1/2-inch pots, 2 for 25c; 10 for \$1.13.**

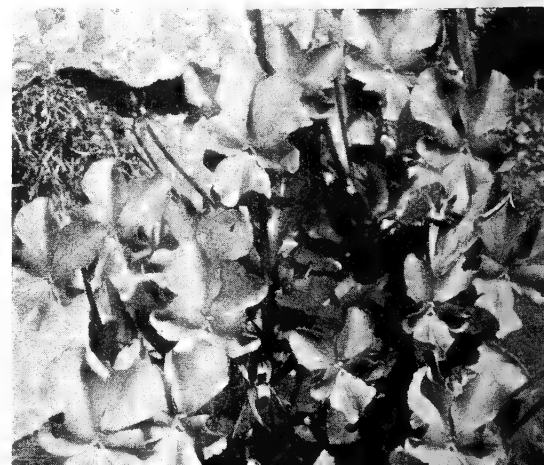
SINGLE WHITE. Fragrant white flowers. **2 1/2-inch pots, 2 for 25c; 10 for \$1.13.**

MARIE LOUISE. Parma Violet. Large fragrant double flowers of rich mauve. **2 1/2-inch pots, each 20c; 10 for \$1.80.**

SWANLEY WHITE. White Parma Violet. Lovely double white blossoms of intense fragrance; an old favorite for bouquets, always scarce and quite rare. **2 1/2-inch pots, each 35c; 10 for \$3.15.**

ROSINA. Charming new pink violet, delicately fragrant. **2 1/2-inch pots, each 20c; 10 for \$1.80.** For New Violet see page 4.

VIOLA JERSEY GEM



CALIFORNIA FLOWERLAND

Shasta Daisies

Shasta Daisies are varieties of *Chrysanthemum maximum*; Marguerites are *Chrysanthemum frutescens*, and the new perennial Bridal Robe is another species of *Chrysanthemum*, although bearing no resemblance in foliage.

All are popular for ease of culture and for the quantities of handsome blossoms continuously produced.

ESTHER READ. Pure white, completely double flowers, produced all summer and fall, from June to October. Vigorous, free flowering plants, bearing the graceful flowers on very tall, erect stems. One of the finest introductions from England, grand for the border and for cutting. **Each 50c; 3 for \$1.25.**

BEAUTE NIVELLOISE. A huge, single-flowered Shasta Daisy. The flowers have two rows of graceful, yet firm petals, and often measure seven inches across, on 30-inch stems. **Each 35c.**

ALASKA. The most popular of the single flowered types, and exceptionally hardy. **Plant band pots, 3 for 25c; 25 for \$1.25.**

CHIFFON. Lovely semi-double flower showing a golden center. Petals are beautifully waved and frilled at the edges, giving the flower a soft airy appearance. A favorite florists' flower, for corsages and bowl arrangements. **Each 20c; 10 for \$1.80.**

SNOWDRIFT. Our lovely double long-stemmed Shasta Daisy that is a distinctly different type. The long, graceful, snowy white petals form fluffy flowers that look more like feathery *Chrysanthemums* than they do like daisies. **Each 20c; 10 for \$1.80.**

WHITE SWAN. Novel and distinct, with charming small double flowers of pure white, in shape like Esther Read, produced in great quantities. Charming in floral arrangements. **Each 35c; 3 for \$1.00.**

MARGUERITES

CHRYSANTHEMUM FRUTESCENS

These are splendid for use in the perennial border, as specimen plants, or they may be used to advantage as borders along driveways, walks, etc. Plant them in full sun and keep them cut back from time to time, to keep them sturdy and bushy. They bloom continuously.

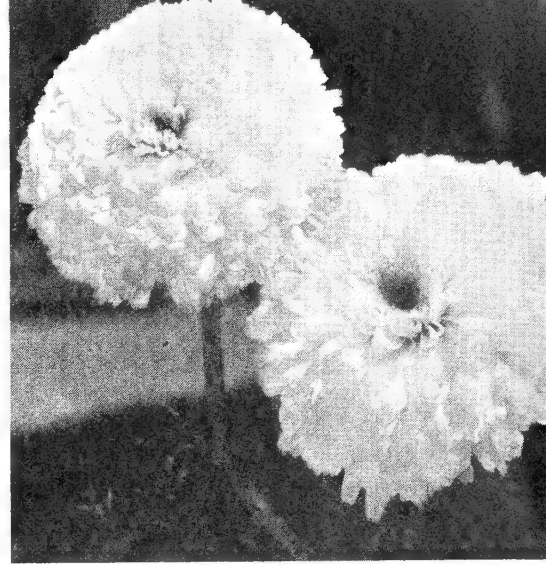
Marguerites are among the most satisfactory flowering plants for pot culture. We have some splendid specimens, round, full and bushy, covered with flowers, **in 7-inch pots, at \$1.00 each.**

BOSTON YELLOW. Splendid single clear yellow.

SINGLE WHITE. Lovely white flowers; very floriferous.

IVORY. Rich creamy white.

Price of the above: 2¼-inch pots, each 15c; 4-inch pots, each 25c.



BRIDAL ROBE—A New Perennial

Bridal Robe

One of the most charming new perennials we have seen in recent years. It is very easily grown in any garden, in sun or partial shade. The snowy white flowers have a beautiful petal arrangement that is as graceful as the double *Ranunculus*, and the plants are in bloom nearly the entire year. The finely cut light green foliage is always attractive. A wonderful variety for cutting. **Each 35c.**



SHASTA
DAISY
Esther
Read

MARGUERITES
Make
ideal
pot plants



PAUL J. HOWARD'S
New Method Bedding Plants

**In Our Wonderful New
Plant Band Pots**

At last, bedding plants of highest quality, grown from our own selected seed, reliable separate colors of your own choice.

Now Priced So You Can Grow Them in Quantity

EASY TO BUY

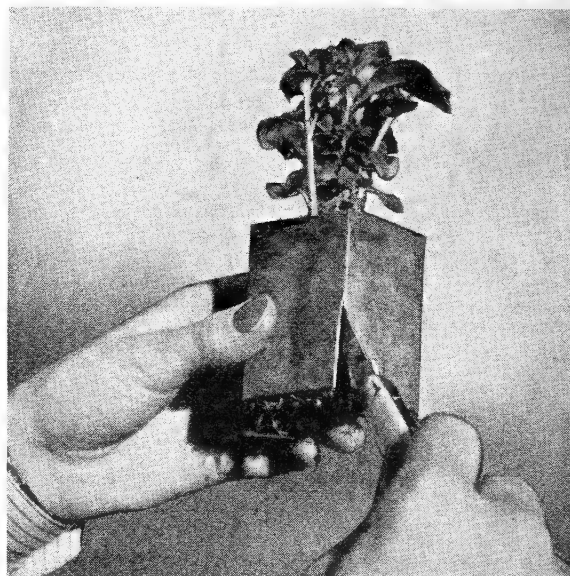
See how easy they are to carry in these handy trays of 25 individually grown plants. Note the uniform, full development of each plant.

PLANTS IN PLANT BAND POTS ARE STRONGER

Each has its own root system, not tangled up with others as are flat grown plants.

Plant band pots hold more soil than 2¼ inch pots; each plant has an equal amount of soil and fertilizer, giving each one an equal start. They are more fully developed when you plant them, will start growing in your garden right away, and come into bloom sooner.

Plants in Plant Band Pots Save You Money, because no roots are damaged in transplanting, therefore losses are cut.



EASY TO PLANT

Plant Band Pots save you time and effort. You don't have to plant them all at once, either. Plant Band Pots protect the roots from drying or injury. Space them in the beds and plant as desired.

Simply slit up one corner of the band with a knife; see how readily it slips off.

Notice the active root system, ready to reach out into your prepared soil.

Best of all, after planting notice their quicker response, stronger growth, and superior blooming qualities.

Never again will you want to bother with ordinary flat-grown plants.

Our finer strains of Bedding Plants are now available in Plant Band Pots. See the following page for list of varieties.

MAIL ORDERS

We ship plants in plant band pots by express, carriage charges collect. Because the roots are so well developed and protected, safe delivery is assured.

We cannot fill orders for plants for less than \$1.50.



Bedding Plants

for Spring, Summer and Fall

For complete descriptions of varieties listed here, see Seed List on pages 62 to 71.

Planting time is from March 15 to July 15, for most varieties.

Prices: 25 for 65c; 100 for \$2.50, except where noted otherwise.

AGERATUM.

Blue Perfection and Midget Blue.

ASTERS—Giants of California.

Azure Blue, Crimson, Purple, Rose, Shell Pink, White, and Mixed.

ASTER—Giant California Sunshine.

Rose, Pink, Lavender, Light Blue, Purple, White, and Mixed.

ASTER—Giant Crego Wilt Resistant.

Lavender, Deep Rose, Peachblossom, Royal Purple, Shell Pink, White and Mixed.

ASTER—Single California Giants.

Shell Pink, Rose, Light Blue, Purple, White, and Mixed.

ASTER—Single Rainbow.

Dark Blue, Flesh Pink, Bright Scarlet, Lavender, Rose, White, and Mixed.

CELOSIA PLUMOSA—Plumed Cockscomb.

Pride of Castle Gould, Mixed Crimson and Yellow.

CELOSIA CRISTATA—Crested Cockscomb.

Royal Velvet, deep velvety red.

COSMOS—Sensation.

Mixed Colors.

COSMOS—Early Mammoth.

Crimson, Pink, White and Mixed.

COSMOS—Early Double.

Crimson, Pink, White and Mixed.

COSMOS—Yellow Klondyke.

COSMOS—Klondyke.

COSMOS—Orange Flare.

COSMOS—Orange Ruffles.

DAHLIA—Coltness Hybrids.

Dozen 75c; 25 for \$1.25; 100 for \$5.00.

DAHLIA—California Flowerland Dwarf Double.

Dozen 75c; 25 for \$1.25; 100 for \$5.00.

GAILLARDIA—California Flowerland Double.

LOBELIA.

Cambridge Blue, Crystal Palace, Emperor William, and Mrs. Clibran.

LOBELIA—Trailing.

Dozen 75c; 25 for \$1.25.

MARIGOLD—African.

Orange, Lemon, and Golden Emblem.

MARIGOLD—Chrysanthemum Flowered.

Goldsmith, Crown of Gold, Yellowstone, and Sunset Giants. Golden Bedder (1942 All-America Selection).

MARIGOLD—Dwarf French Double.

Golden Ball, Lemon Ball, Harmony, Mixed, and the two 1942 Novelties, Butterball and Melody.

MARIGOLD—Single French Dwarf.

Legion of Honor.

MARIGOLD—Tall French Double Mixed.

MARIGOLD—Dwarf.

Tagetes Signata Pumila.

NASTURTIUM—Semi-Double Gleam.

Golden Gleam, Scarlet Gleam, and Mixed. 25 for 75c; 100 for \$3.00.

NIEREMBERGIA—Blue Cup Flower, Perennial.

Purple Robe. Dozen 75c; 25 for \$1.25. Hippomanica. 25 for 75c; 100 for \$3.00.

PETUNIAS

Compact Bedding Petunias

25 for 65c; 100 for \$2.50.

Celestial Rose, Cream Star, Glow, Rosy Morn, Snow Queen, Blue Bedder, Salmon Supreme, Heavenly Blue, Twinkles, Violaacea, King Henry and Mixed.

Taller Bedding Petunias

25 for 65c; 100 for \$2.50.

Radiance, Howard's Star.

Miniature Petunias

25 for 65c; 100 for \$2.50.

Brilliant Rose Gem, Violet Gem, White Gem.

Ruffled Dwarf Petunias

25 for 75c; 100 for \$3.00.

Martha Washington, General Washington, Betsy Ross, and Mixed.

Giant Ruffled Petunias

25 for 75c; 100 for \$3.00.

Camilla, rose, deeply veined; Enchantress, Marilyn, Prince of Wurttemberg, red, purple throat; and Ruffled Mammoth Mixed. Giants of California, Mixed, Compact Strain.

Large Flowered Fringed Petunias

25 for 75c; 100 for \$3.00.

Dainty Lady, Setting Sun, Steel Blue, Theodosia, Violet Fringe, and White Beauty.

Giant Double Petunias

Each 10c; 25 for \$2.00; 100 for \$8.00.

Madonna, white; and Mixed, Super Fringed.

All Double Petunias

Each 10c; 25 for \$2.00; 100 for \$8.00.

This is a wonderful strain, bearing huge fluffy blooms of rich color and fragrance, on compact shapely plants. They are unexcelled for pot culture and display beds, and lovely for cut flowers, too.

Apple Blossom. Soft Salmon pink.

Amaranth. Rich amaranth red.

Blue Brocade. 1941 All America novelty. Beautiful rich violet blue.

Gaiety. Rose red, variegated with white.

Loveliness. Clear pink.

Orchid Beauty. Light lilac with deeper violet veins.

Snowball. Pure white.

World Beauty. Lovely shade of bright rose.

Victorious. A brilliant mixture of the above rich colors.

PHLOX Drummondii Gigantea—Red Glory (New).

Salmon Glory, Rosy Morn, and Art Shades Mixed.

PHLOX Drummondii—Mixed Colors.

PHLOX—Very Dwarf.

Snowball, Fireball, and All Colors Mixed.

RUDBECKIA—California Star.

3 for 25c; 25 for \$1.25; 100 for \$5.00.

SCABIOSA—Annual.

Ageratum Blue, Blue Moon, Blue Cockade, Crimson, Fire King, King of the Blacks, Loveliness, Rosette, Peachblossom, Shasta, and Mixed.

SCHIZANTHUS—Butterfly Flower.

Rich Colors Mixed. 25 for 75c; 100 for \$3.00.

STATICE Suworowi—Russian Rat Tail. Everlasting.

Each 10c; 25 for \$2.00.

TITHONIA SPECIOSA.

Fireball. Each 10c; 25 for \$2.00.

VERBENA—See Perennial Section.

ZINNIAS

25 for 65c; 100 for \$2.00.

ZINNIA—Dahlia Flowered.

Canary Bird, Dream, Exquisite, Golden Dawn, El Dorado, Luminosa, Oriole, Polar Bear, Royal Purple, Crimson Monarch, Will Rogers, and Mixed.

ZINNIA—California Flowerland Giant Pastel Shades, Mixed.

ZINNIA—Howard's Giant Crested, Mixed.

ZINNIA—Navajo, Mixed Colors.

ZINNIA—Lilliput or Pompon.

Canary Yellow, Scarlet, Salmon Pink, White and Mixed.

ZINNIA Haageana—Mixed Colors.

ZINNIA—Linearis.

25 for 75c; 100 for \$2.50.

ZINNIA—Dwarf Double. Cut and Come-Again.

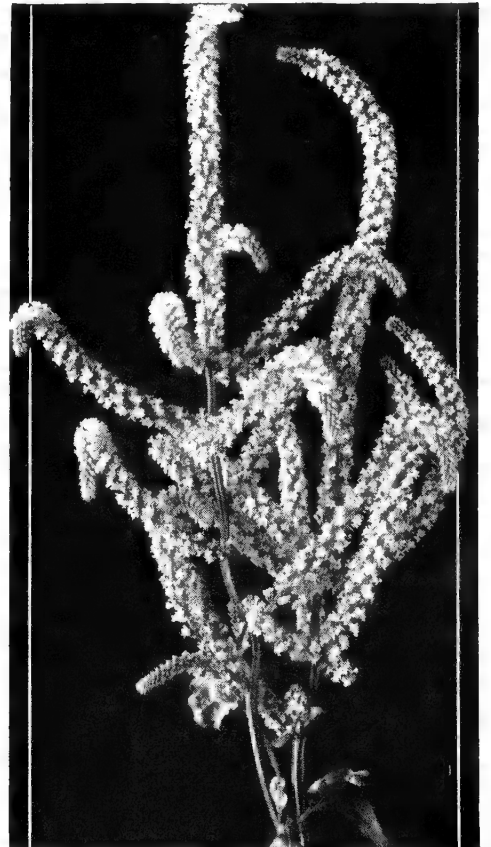
Crimson, Salmon Rose, Yellow, and All Colors, Mixed.

ZINNIA—Fantasy. Mixed Colors.

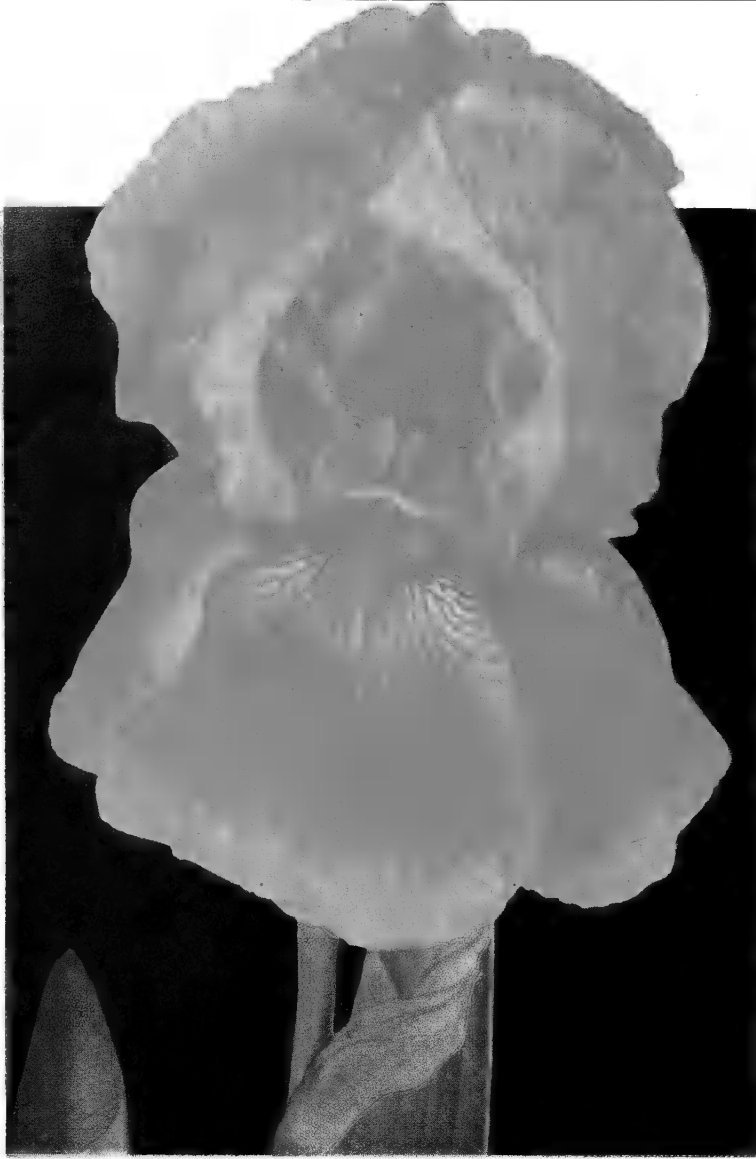
ZINNIA—Picotte Delight. Mixed Colors.

Price for all plants in plant band pots, except where otherwise noted: 25 for 65c; 100 for \$2.50.

SUWOROWI—Rat-tail Everlasting



California Flowerland



IRIS ECLADOR. Each 75c

Collected from beautiful Iris gardens of France and America by Paul J. Howard, to enrich your garden with their orchid-like beauty.

These hardy Iris are most effective in perennial borders and in groups where their tall, candelabra-like flowers illuminate the garden with many rich and lovely colors.

Copper Lustre. Sensational color, a blend of copper, gold, pinkish tan, and lavender. Height 3 feet. **Each, 60c; 3 for \$1.50.**

Easter Morn. Sparkling pure white, lovely, tall branching stems. 3½ ft. **Each 35c; 3 for 75c.**

Eclador. A sensational yellow Iris from France. Rich, deep golden in color, with a velvety sheen and texture, of great size and substance. Strong growing, with heavy, branched stems. 3 feet. **Each, 75c; 3 for \$2.00.**

Electre. Delightful new French Iris. Standards and falls soft bluish lavender with a soft glow of gold. Distinct and charming. **Each 60c; 3 for \$1.50.**

El Capitan. Very fine, tall, clear light violet blue. 4 feet. **Each, 35c; 3 for 75c.**

Evolution. An outstanding French Iris, with wide and frilled coppery bronze standards; flaring falls slightly deeper with rose-blush flame at center. 3 feet. **Each, 25c; 3 for 50c.**

Francheville. Enormous flowers of striking effect on tall, branching stems. Standards fawn tinged lilac, falls purple, edged with lavender-brown, with radiating brown lines and orange beard. 4½ feet. **Each, 50c; 3 for \$1.00.**

Frieda Mohr. Standards soft lilac, falls rich lilac rose. 4 ft. **Each, 25c; 3 for 60c.**

Genevieve Serouge. Lovely pastel tawny yellow flushed pale blue; falls lilac blended with pale flax blue, edged soft yellow. The charming flowers are very large and strong, on well-branched stems. 3½ feet. **Each, \$1.00; 3 for \$2.50.**

Happy Days. Immense clear yellow flowers on tall branching stems, carrying seven or eight massive blooms. Makes a brilliant spot in the garden. 3½ feet. **Each, 35c; 3 for \$1.00.**

Hermione. A beautiful French Iris with bronze tinted heliotrope standards; falls of amaranth red, tinted yellow; throat yellow and brown. 3 feet. **Each, 60c; 3 for \$1.50.**

Indian Chief. Standards pinkish red, falls deep velvety rich red. 3 ft. **Each, 25c; 3 for 60c.**

Los Angeles. Great white flowers faintly edged blue, clean and sparkling. 4 feet. **Each, 35c; 3 for 75c.**

Lucre. Deepest yellow, almost orange, without veining. Very free flowering. 3 feet. **Each, 50c; 3 for \$1.00.**

Lux. Wonderfully vivid and striking. The standards are brilliant old gold suffused bright apricot; falls semi-flaring, brownish rose, tinged with carmine, with golden glint. The whole flower seems to radiate a colorful glow. 3 feet. **Each, 75c; 3 for \$2.00.**

Mme. Louis Aureau. One of the loveliest Iris we have seen. The standards are creamy white, stippled rosy mauve, deepening at the edges, pencilled brown at the base. The falls of exquisite texture carry out the same blend of color. A distinctly different Iris. 3 ft. **Ea., \$1.50.**

Mohrson. Enormous blossoms, standards rich clear violet with glistening surface and ruffled edges. Falls deep violet. **Each, 75c; 3 for \$2.**

Nemo. Magnificent bright violet blue self, one of the most desirable colors in iris. Fragrant and effective, the very large flowers are borne on well-branched 4-foot stems. **Each, 60c; 3 for \$1.50.**

Ouray. Striking ruby red, outstanding in any group. 28 inches. **Each, 60c; 3 for \$1.50.**

Pale Moonlight. Uniform pale blue on tall, sturdy stems. Fine. 4 ft. **Each, 35c; 3 for 75c.**

Alice Harding. Beautiful soft primrose yellow, very large flowers of fine form, strong growing and free flowering. 3½ feet. **Each 35c; 3 for 75c.**

Anne Marie Cayeux. Beautifully blended tones of soft rosy heliotrope, greyish amber and orange, with rich iridescent cast. 3 ft. **Each 25c; 3 for 50c.**

Black Wings. Very deep blackish violet with wide, flaring falls. Large flowers on 30-inch stems. **Each 35c; 3 for \$1.00.**

Brown Betty. Cinnamon brown and copper tones blended with soft lavender. Fine large flowers on branched, 3½ ft. stems. **Each 50c; 3 for \$1.00.**

Blue Peter. Dark blue-purple, with a blackish sheen, of such an unusual brilliance that it stands out in any group. The flowers are displayed on tall, branched stems. **Each, \$1.00; 3 for \$2.50.**

Brunhilde. A wonderful Iris in every way. In color it is different from all others, rich deep cobalt blue throughout. The large, well-formed flowers are borne on 40 inch branched stems, with great quantities open at once. **Each, 50c; 3 for \$1.25.**

California Gold. Rich deep yellow of dazzling beauty on tall branching stems. 3 feet. **Each, 35c; 3 for \$1.00.**

Charmeur. Delightfully fresh and new in color, of great value for garden effect and for cutting. The flowers of good size and fine form, are delicate orchid-pink in color. 2½ feet. **Each, 60c; 3 for \$1.50.**

Cheops. One of the largest and showiest Iris yet introduced. The immense standards, perfectly formed, are bright blue-violet; the wide falls brilliant purple. **Each, \$2.00; 3 for \$5.00.**

Clara Noyes. An unusual color blend in Iris, like the Talisman rose. Standards tan, falls reddish bronze. Low growing and free blooming. **Each, 25c; 3 for 60c.**

Hardy Garden Iris

- Persia.** A lovely blend of smoky blue, grey and bronze. 3 ft. **Each, 25c; 3 for 50c.**
- Pharaon.** A rare French variety, with great flaring flowers, in a beautiful straw-yellow self color. Exceptionally free flowering. 3 ft. **Each, \$2.00; 3 for \$5.00.**
- Pink Satin.** One of the most nearly true pinks of any Iris, smooth and glistening. **Each, 25c; 3 for 60c.**
- Plurabelle.** The color contrast in this remarkable French Iris is very striking. Standards wide, golden yellow, falls reddish mauve, lighter at edges. 3 feet. **Each, 50c; 3 for \$1.25.**
- President Pilkington.** Elegant flowers with pale buff standards with blue suffusion; falls wide and flaring soft lavender, edged silvery brown. 4 feet. **Each, 60c; 3 for \$1.50.**
- Purissima.** Lovely pure white, large and vigorous. 4 feet. **Each, 35c; 3 for 75c.**
- San Francisco.** Tall, much branched stems with glorious white flowers, distinctly edged lavender. 40 inches. **Each, 35c; 3 for 75c.**
- San Gabriel.** Clear lavender blue, four to six feet high. Fragrant. **Each, 35c; 3 for 85c.**
- Shining Waters.** Very beautiful clear blue. 4½ ft. **Each, 35c; 3 for 85c.**
- Sierra Blue.** Clear blended blue, smooth and metallic, deeper than Shining Waters. 4½ feet. **Each, 35c; 3 for \$1.00.**
- Tombouctou.** A wonderful new French Iris in a lovely tone of clear deep mauve, uniform throughout. Large flowers on tall stems of fine branching habit. 4 ft. **Each, 60c; 3 for \$1.50.**
- Zampa.** A French introduction, an almost self-colored variety with great freedom of bloom. Standards and falls rich metallic blue. 3 ft. **Each, 60c; 3 for \$1.50.**

Japanese Iris

Iris Kaempferi. A most artistic class of Iris, with large flat flowers, broad petalled, and frequently 8 to 10 inches in diameter. The colors are very rich, and include all shades of lilac, lavender, mauve and purple, as well as light blue, rose, and white. The foliage is slender, and ornamental even when the plants are not in bloom.

Japanese Iris are most attractive when planted in masses, around a pool, or in the border. They require plenty of water, and ordinary garden soil.

Mixed Colors only, each 50c; 10 for \$4.50.

Golden Iris

IRIS OCHROLEUCA. Tall stately plants, often five feet high, forming handsome clumps that bloom over a long period. Golden yellow flowers are most artistic, with about the same form and substance as Dutch Iris, lasting a long time when cut. They thrive best in rich moist soil, and are splendid for background planting, and near pools. **Each, 35c; 3 for \$1.00.**

Iris Foetidissima

For Decorative Seed Pods

Most striking are the seed-pods of this variety, when they burst open and display rows of orange-red berries. As decorative material for cutting, there are few things more effective. The clumps are evergreen, most attractive in the garden, with their broad, deep green foliage. **Price: Each, 35c; 10 for \$3.15.**

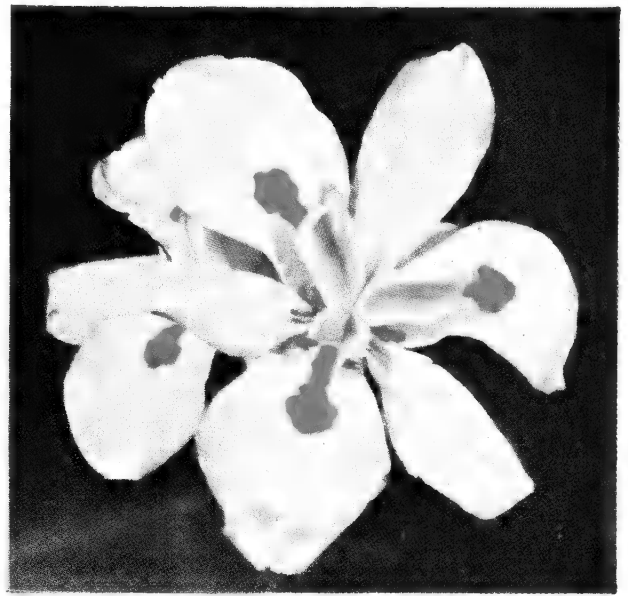
Moraea

MORAEA IRIDIOIDES. Belongs to the Iris family, and is in flower from early spring until November. Large flowers like those of the Dutch Iris, usually white, with the crests marked in blue are produced on tall stems. Attractive in the border, or as individual clumps. **Price: Each, 50c.**

Firecracker Aloe

ALOE CILIARIS. FIRECRACKER

ALOE. The leaves are long, narrow and graceful, stems climbing, making a beautiful specimen if trained to a stake or upon a wall in the patio, porch or window box. Grown in hanging basket or window box the long branches will droop far over the edges, and the flowering shoots will curve upward like glowing candles from the pendant branches. (See colored illustration of these beautiful flowers). By pruning, or keeping in a small pot, they may be formed into bushy plants of great interest. Beautiful, too, rambling over rocks, or on a wall or bank, in either full sun or shade. Fine potted plants, for indoor, conservatory, patio, or garden. **Nice potted specimens, 35c and 75c.**



MORAEA IRIDIOIDES

IRIS COLLECTION

- 1 Alice Harding, yellow 35c
- 1 Anne Marie Cayeux, heliotrope 25c
- 1 Charmeur, orchid pink 60c
- 1 Easter Morn, white 35c
- 1 Electre, blue and gold 60c
- 1 Evolution, coppery bronze 25c
- 1 Francheville, fawn and blue 50c
- 1 Los Angeles, white, edged blue 35c
- 1 Nemo, rich violet blue 60c
- 1 President Pilkington, buff and blue 60c

SAVE \$1.00—1 each of the above fine Iris (Total Value \$4.45) for **3.45**

Or SAVE \$2.15 on Two Collections—
2 Each of the Above (20 Iris) for **6.75**

Iris mailed postpaid. Add 3% Sales Tax in California.



FIRECRACKER ALOE

Decorative Plants

for Living Room, Conservatory, Porch and Patio

There is no home, with or without an outdoor garden, that is not made more beautiful and liveable by the addition of growing plants, artistically combined with appropriate containers.

At California Flowerland, you will find at all times beautiful growing plants in great variety, properly grown in our greenhouses to give you healthy, luxurious plants in a complete range of prices and sizes.

If you have window boxes, wall brackets or dish gardens to be filled, bring them to us for planting with fresh new ivies, philodendron, geraniums, ferns, or any of a vast selection of lovely plants.



Rubber Plants are ideal for doorway.

RUBBER TREE

Ficus

A favorite tree for indoor use, hardy and very easily grown. In 4-inch pots, \$1.00; 6-inch pots, \$1.75; 7-inch pots, \$3.00.

COLEUS

Well known decorative plants with leaves of various sizes and forms, ranging from narrow to broad, large types. Our selection includes the handsomest varieties, brilliant, showy and varied. 3-inch pots, 20c; 4-inch, 35c; larger specimens to \$1.50.

TRAILING COLEUS. Beautiful for pots, baskets and window boxes, with small brilliant leaves, the many branches forming a fountain of color. Two types, variegated green and rose; and variegated deep purple and red. 3-inch pots, 20c; 4-inch, 35c and 50c; 7-inch pots, \$1.50.

ARALIA

ARALIA KERCHOVEANA. Handsome decorative foliage plant for the house, in vases, urns or window boxes. Palmate leaves with seven to ten narrow wavy-edged leaflets, long and graceful, of metallic green and reddish bronze. In the patio in large pots or in the open ground, it forms a tall, striking specimen. 3-inch pots, 75c; 4-inch pots, \$1.50; 5-inch pots, \$2.50.

GRAPE IVY

Vitis rhombifolia

A beautiful Ivy-like plant. Specimens especially grown for pot culture, indoors or out, on plant stands or brackets. 2 1/4-inch pots 35c; 4-inch pots 75c.

AZALEA

AZALEAS. Lovely plants for gifts, for planting in the garden, or for pot culture outdoors. We have beautiful potted specimens in bloom from December until April. Illustrated is one of the handsome Indica varieties.

AZALEA—One of our many flowering plants.



PHILODENDRON

PHILODENDRON MONSTERA DELICIOSA

A remarkable and striking plant with large perforated leaves of bright glossy green. A favorite for porches, patio, hallways and livingroom. 6-inch pots, \$3.50; 7-inch pots, \$6.00; 7-inch tubs, \$9.50.



The decorative Philodendron, in 7-inch tub.

TOTEM POLE. *Philodendron cordatum.* This variety has heart shaped leaves, and is used in pots to trail or climb like ivy, or trained to a mossed stick to form a "Totem Pole".

Trailing Plants, 2-inch pots, 6 to 8 inches long, 25c; 3-inch pots, 35c; 4-inch pots (2 to 3 plants), \$4.50.

Totem Poles, 6-inch pots, \$2.50; 7-inch pots, \$4.50; 8-inch tub, \$9.50.

POTHOS. Similar to the above, with golden variegated heart shaped leaves. 2 1/4-inch pots, 25c; 3-inch pots, 35c.

KENTIA PALM

KENTIA FORSTERIANA. The most useful of indoor palms, of slow growth and less affected by dust and dry atmosphere than most plants. Their graceful dark green arching leaves make them most effective. Prices furnished on application, on both single plants and bushy specimens with three or more plants in a pot.

FERNS

We have an extensive assortment of ferns for house decoration, including various types of the popular Boston Fern. All are properly grown at cool temperature, assuring our customers well hardened plants of rich color and good substance. Our ferns are not forced, and with proper care, will last indefinitely. Prices upon application.

DRACAENA

DRACAENA ROTHIANA. A symmetrical plant with broad, smooth green leaves. One of the handsomest and most enduring of house plants. 5-inch pots, \$1.75; 6-inch, \$3.00; 7-inch \$4.50.

STAR PINE

ARAUCARIA EXCELSA. Norfolk Island Pine. A beautiful indoor plant, prized as a living Christmas Tree for the table, and for year-round decorative value. 4-inch pots, \$1.50; 5-inch pots, \$2.50.

CHINESE BANYAN

FICUS BENJAMINA. While in the tropics this is one of the largest trees in the world, it is one of the most remarkably beautiful and durable house plants here, even in small pots. It has glossy, soft green leaves, pointed and smaller than other *Ficus*. Branches are willowy and as graceful as a spray of Eucalyptus. The Banyan will grace your home with living, lasting beauty. 4-inch pots, \$1.25; 5-inch pots, \$2.50; 6-inch, \$3.50; 7-inch, \$5.00.

CHINESE BANYAN

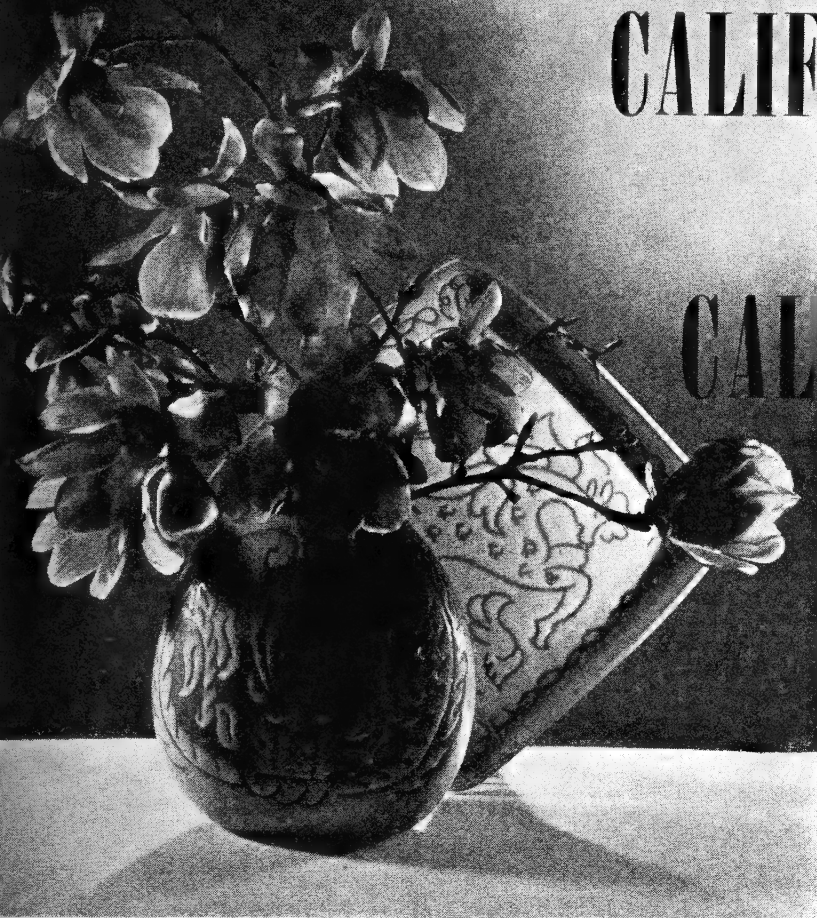


Plants for Gifts

For Easter, Christmas, and other special days, the greenhouses at California Flowerland are filled with glorious blooming plants for gifts.

Every other day in the year, you can select from our display lovely and appropriate gifts for weddings, birthdays and other occasions, and cheerful plants to send to friends in the hospital.

CALIFORNIA FLOWERLAND is CALIFORNIA GIFTLAND

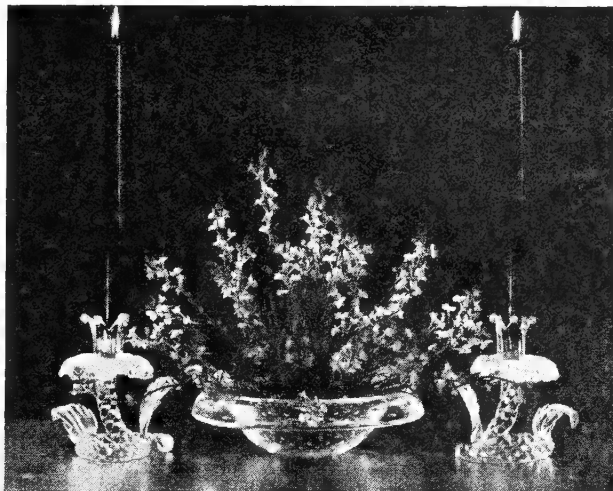


IN few other places can one find the selection of artware that has been assembled in the lovely showroom at California Flowerland. From ordinary jardinieres for your house and patio plants, to imported porcelain and glassware, so exquisite as to be museum pieces, our stock offers gifts to suit any taste. We are proud of the acclaim our gift section

has aroused, for we feel it justly deserved. A visit to our unique and truly beautiful shop will explain the reason to you far more clearly than words would ever describe.

Glidden

Another American product whose unique finish and subtle colorings make it a pottery of distinction is the smart Glidden ware. Unobtrusive yet rich in design, you will find it growing more attractive with each day in your home. The vase with the Chinese Saucer Magnolia sells for \$15.00, while the platter in the background is only \$7.50.



Venetian Glass

This console set in gold-flecked Venetian Glass combines the qualities of beauty and utility in such perfect balance that, as a gift, the sender's taste is at once complimented. Bowl, \$15.00; Candlesticks, \$22.50 the pair.

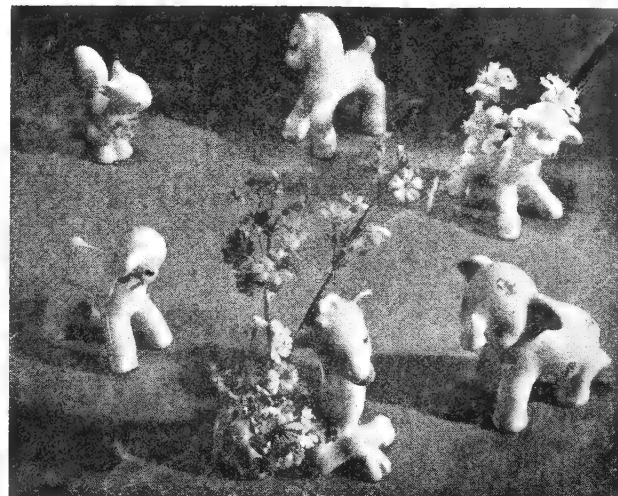
Dee Lee

Exceedingly clever are these animal figures by Dee Lee. Surprisingly inexpensive, they have excellent glaze and coyness of character few other lines afford. Made in Hollywood, they are indispensable in flower arrangements. Chesty, \$1.00; Nip, \$1.50; Whitey, \$1.50; Jerry, \$1.00; Lucky, \$1.50; Sahara Sue, \$1.50.



Perfume Bottles

These dainty powder sets will satisfy the most exacting hostess, for they are practical and certainly as decorative as anyone could possibly find, for use in the powder room or on Milady's dressing table. Round Bottle, \$2.25; Bowl, with Paper White Narcissi, \$5.00; Square Bottle, \$1.75; Cylinder Bottle, \$2.75; Tray, \$3.75.





We Fill Mail Orders
 Selections will be carefully packed and shipped by express, not prepaid.



Jean Manley Figurines

Truly representative of California art is the Jean Manley collection of figurines. Perfectly colored and beautifully glazed, this line of ceramics becomes more popular each season. The clever detail and quaint facial expressions of her characters make each one a real work of art.

- Water Babies, each \$1.50
- Duck .50
- Little Duck .35
- Boy with Cassock 1.75
- Pig Lady 4.75
- Girl with Striped Coat 2.25
- Large Bird .50
- Small Bird .35
- Baby Group each .75

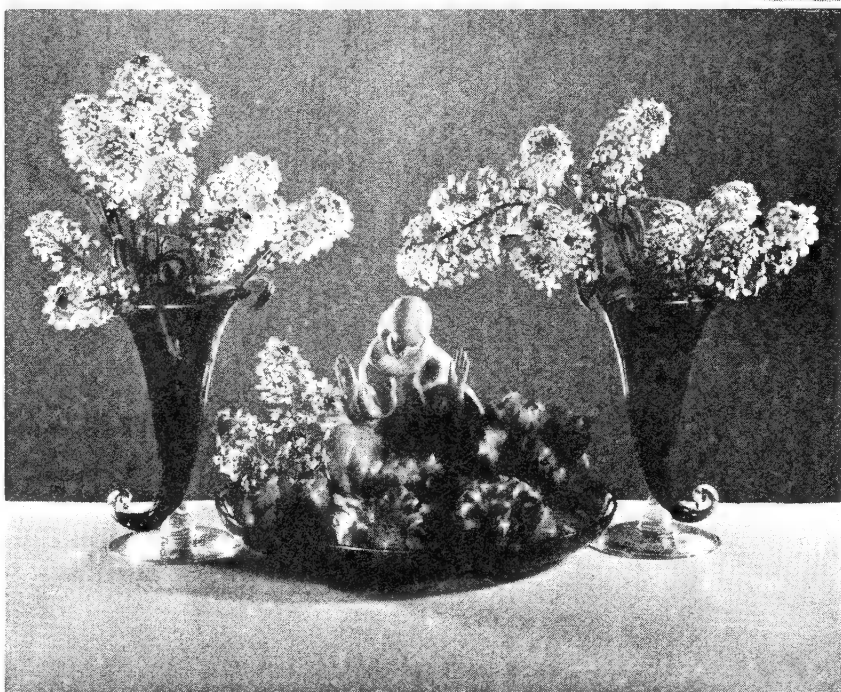
Jardinières

Our selection of imported and domestic jardinières is vast, and the price range is as extensive as the sizes and shapes available. (1) \$3.75; (2) \$1.25; (3) \$2.00; (4) \$2.00.



Staffordshire

The acme of English craftsmanship is expressed in our lovely Staffordshire pieces, for in these alone the beauty and grace of nature are skillfully translated to pottery with a fidelity of color and line. **The bird group illustrated, \$52.50.**



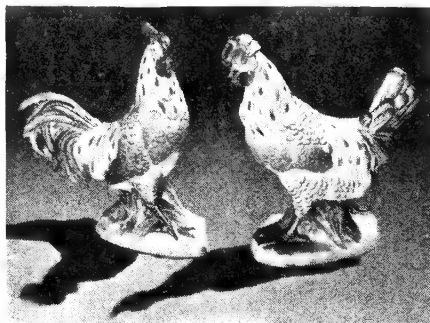
Ruby Glass

The beauty of this ruby console set in finest English leaded crystal is breathtaking in its simplicity, rich in its perfection. You may be assured in sending such a gift that few finer crystal pieces are obtainable at any price.

The imported porcelain madonna is lovely in her serenity. Her creamy white beauty would be a grand addition to any flower arrangement, but with the candytuft and camellia here, she is priceless. **Platter, \$20.00; Cornucopia, each \$12.50; Madonna, \$15.00.**

Chelsea

Antiques hold an important place on our shelves. The genuine Chelsea cock and hen, well over one hundred years old, are perfection in porcelain. Their rich colorings and perfect glaze make them among our most priceless possessions. **The pair, \$90.00.**



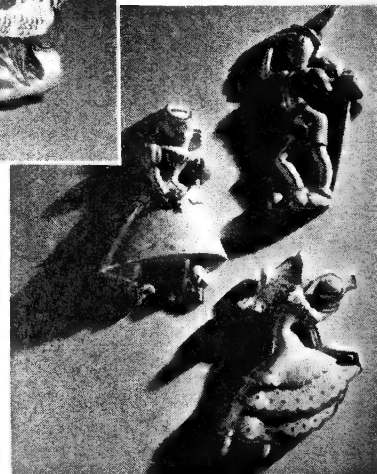
Tole

Those who know Tole ware will appreciate the lovely craftsmanship of these pieces. Finished in handsome colors, each individual piece is made of the finest metal and hand painted with the most durable of materials. **Tray, \$3.00; Jardiniere, \$3.00.** (Rex Begonia in 5" pot not included in price).



Wall Plaques

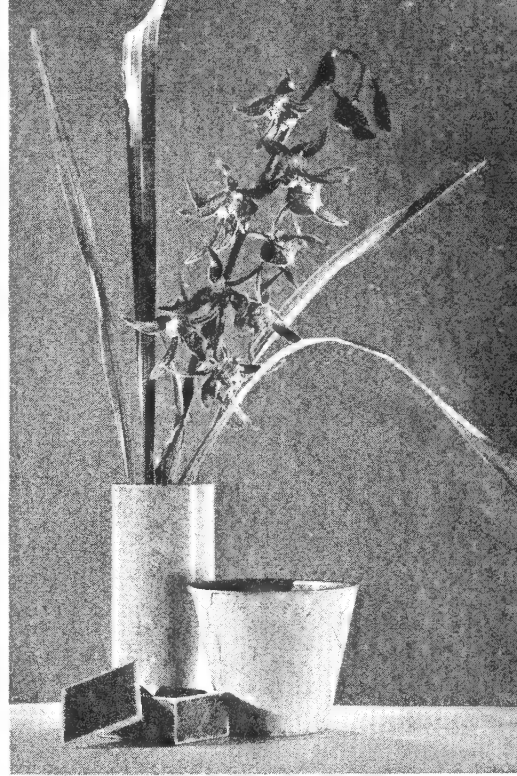
These colorful wall ornaments come direct from our English allies. The Plichta ware has long been famous for its cleverness of design and coloring of its pottery pieces. **Each \$1.95.**





Swan

Domestic glass plays an important role in our collection. This inexpensive swan finds few rivals in its ability to lend itself to flower arrangements. **The double Gerberas** are a new introduction to the plant world, and plants are priced at 75c each. **The Swan is \$6.00.**



Sue Hush

From American kilns comes this handsome new crackle-ware created by one of our finest contemporary craftsmen. The solid bright colors are so adaptable in any house, be it Early Colonial or ultra-modern. **Cylinder Vase**, which shows the Cymbidiums so well, is \$6.50; **Jardiniere for 5-inch pot**, \$6.00; **Cigarette Box**, \$2.95.

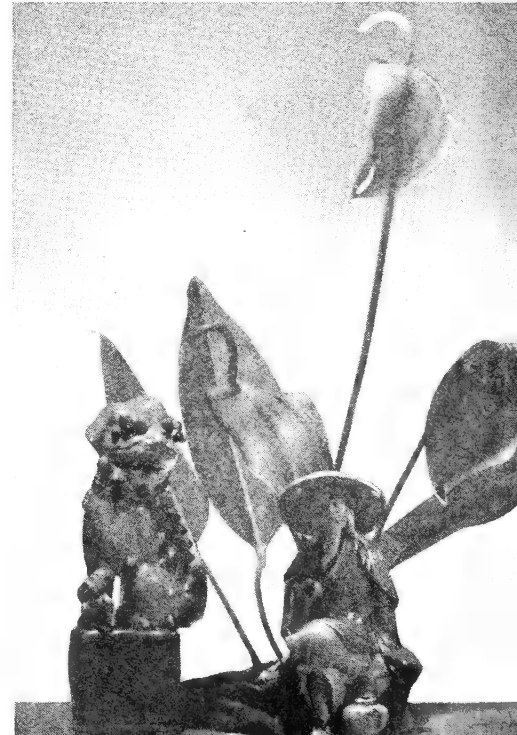
Nicodemus

Combining a beautiful glaze with warm blending undertones of color and graceful flowing lines, the American-made Nicodemus ceramics is indeed a welcome complement to any home, especially when arranged with Saxifraga as this is. **The Madonna and bowl** are a set for \$8.50. **The Cornucopias** are \$3.75 each.



Jardiniere and Fern

The kilns of Portugal are rapidly becoming famous for producing some of the world's finest ceramics. The jardiniere and saucer illustrated will hold a 6-inch pot. The lovely glaze, scenic design, and blended coloring of either black, olive green, or rust on a cream background, combine to make it one of our handsomest pieces. The Maidenhair Fern, a most successful house plant, sells for \$1.75; **Jardiniere with saucer**, \$6.50.



Chinese

The popularity that Chinese art has always been accorded is well deserved, for its originality in design and coloring is outstanding. Our collection plays an integral part in our displays and we show proudly this unique work of our valiant Far Eastern allies. **The Lion shown, 7 inches tall**, \$1.25; **Fisherman**, \$1.10.



Find Health, Rest and Serenity in a Garden

The designing and planting of gardens has been a specialty of Paul J. Howard's since the inception of this organization. Numbered in the landscape plantings in Southern California created by this firm, are not only many of the outstanding estates and lovely, liveable gardens designed for modest homes on city lots, but numerous factory, commercial, and public building sites.

Our government urges the planting of trees, shrubs, flowers, orchards and vegetable gardens as an important morale-building and defense measure. At the present time, we have completed some, and are carrying out other, large-scale landscape plantings on United States Army camps and Defense Housing Projects.

No garden is too small, no project too large, to profit by the knowledge, experience, creative ability and skill of our Landscape Department.

Our Engineering Staff and Landscape men are prepared to furnish plans and estimates. For details, write or telephone

LANDSCAPE DEPARTMENT

Paul J. Howard's California Flowerland

11700 National Boulevard, Los Angeles

Telephones:	Los Angeles	West Los Angeles	Santa Monica
	Ashley 42951	Arizona. 31171	4-2755

California Flowerland

Tuberous Begonias

Our California Flowerland Tuberous Begonias are really phenomenal in size, form, texture and color tones. Visitors from all over the world marvelled at our gorgeous beds of thousands of these grand plants all summer. From these beds, we have selected the finest tubers for selection of seed and for plants for your garden.

Whether you choose to buy plants or tubers, you will be rewarded by glorious blooms in shaded beds, pots, window boxes, and hanging baskets.

Tuberous Begonias flower from June until fall, and their glistening blossoms are not only among the most effective garden subjects, but make richly beautiful table decorations and corsages.

DOUBLE CAMELLIA TYPE

The most popular form, with flowers five to eight inches across, resembling camellias.

Pink, Salmon Rose, Cardinal Red, Scarlet, Salmon, Rose, White, Orange, Yellow.

PICOTEE TYPE

Flowers like the Camellia type, but slightly smaller, in beautiful two-toned combinations of color.

Apricot, Salmon, Red, Rose.

CARNATION FLOWERED TYPE

Very double flowers, with frilled petals, lovely for bedding and pot plants.

Crimson-Rose, Dark Red, Salmon, Apricot, Rose Pink, Scarlet, Orange, White, Yellow.

MAIL ORDERS

Orders for Tuberous Begonia Bulbs of \$1.50 or more, Mailed Postpaid.

Large Plants can be shipped short distance only.



DOUBLE CAMELLIA FLOWERED TUBEROUS BEGONIAS

Tuberous Begonia Display

One of Southern California's most spectacular events. Tens of thousands of plants in bloom at California Flowerland, from June until fall, make a never-to-be-forgotten spectacle. Plan to see this great display at every opportunity. Besides our great beds of Begonias, grown for seed and tubers, you will find lovely potted plants to beautify your own garden.

SINGLE CRESTED

Beautiful flowers with ruffled, fluted and frilled crest overlaid on each petal.

White, Dark Red, Yellow, Scarlet, Pink.

SINGLE FRILLED TYPE

Exquisite large flowers, beautifully frilled and ruffled at the edges.

Yellow, Orange, White, Pink, Crimson Rose, Scarlet, Apricot, Salmon, Dark Red.

GIANT SINGLE TYPE

Perhaps the showiest of all for bedding. Flowers of astonishing size face upward on strong stems, displaying a sheet of color.

Scarlet, Dark Red, Orange, Rose, Salmon Pink, White.

HANGING BASKET BEGONIAS

(Lloyd)

One of the most attractive types. Their hanging habit, with great masses of blooms, makes them favorite decorations for terraces or sun porches, in hanging baskets or pots. Flowers are **Deep Pink, White, Salmon, Red.**

Plant Tuberous Begonias in a light porous soil mixture composed of leafmold and sandy loam, enriched with well rotted manure. Keep them moist at all times, using fine overhead spray during warm weather. Feed them commercial fertilizer as soon as they have become established, and again when in full bloom. Do not put fertilizer in direct contact with the stems.

PRICES OF TUBEROUS BEGONIAS

Double Camellia, Rosebud, Picotee, Carnation and Lloyd (Hanging Basket) types: Tubers, or plants in 3-inch pots, each 20c; 10 for \$1.80; 100 for \$16.00.

Single Frilled, Single Crested, and Giant Single: Tubers, or plants in 3-inch pots, each 15c; 10 for \$1.35; 100 for \$12.00.

Large plants in 4-inch pots, of all types, each 35c; 10 for \$3.15.



A Specimen of Hanging Basket Tuberous Begonia

FRAGRANT HELIOTROPE

No garden should be without this old-fashioned favorite, for its grand fragrance and year-round (in Southern California) colorful blooms. They are useful in many parts of the garden, either in masses or as individual flowering shrubs, and in groups. Excellent too, as pot plants and in window gardens. Our new selected varieties, compact in habit, with immense trusses of bloom, are especially desirable.

Heliotropes prefer an open, sunny location, and thrive in warm situations.

DWARF VARIETIES

LILAC QUEEN. Simply magnificent variety, with immense broad trusses of rich reddish lilac bloom, completely covering the compact bushy plants.

ROYAL FRAGRANCE. Beautiful deep blue-violet.

TALL VARIETIES

**Deep Violet
Lavender
Red-Lilac
White**

Price of any of the above Heliotropes, each 35c.

Special Collection

Six Varieties for **\$2.00**

CALIFORNIA FLOWERLAND

Citrus and Subtropical Fruits

Gardens in California are especially blessed by the bounteous variety of fruits from all over the world, which thrive here. Fruiting trees and shrubs give you double value—in addition to delicious fruits for eating fresh and preserving, the trees and shrubs are all highly ornamental. Have in your home garden enough trees in variety to keep you supplied with fruit throughout the year.

California Flowerland Fruit Trees are carefully selected stock, grown under ideal conditions.

Prices for all Citrus are for heavy 2-year old trees, unless otherwise specified.



We have splendid specimens of bearing size Citrus trees on display.

Oranges

WASHINGTON NAVEL. The famous seedless orange, fruits large, solid and heavy, juicy and sweet and of fine quality. Skin is smooth and of very fine texture. Tree vigorous and a heavy bearer. **\$1.75.**

ROBERTSON NAVEL. Patent No. 126. Fruit equal or superior to the finest Washington Navel orange, and ripening at least three weeks earlier. In many districts it is sweet before Christmas. It is an extremely heavy bearer because of no June drop. Because it develops so much fruiting wood and bears heavy crops as soon as planted, the trees do not usually grow as large as the regular Navel. **\$2.85 each; 10 for \$23.50.**

NEW SUMMERNAVEL

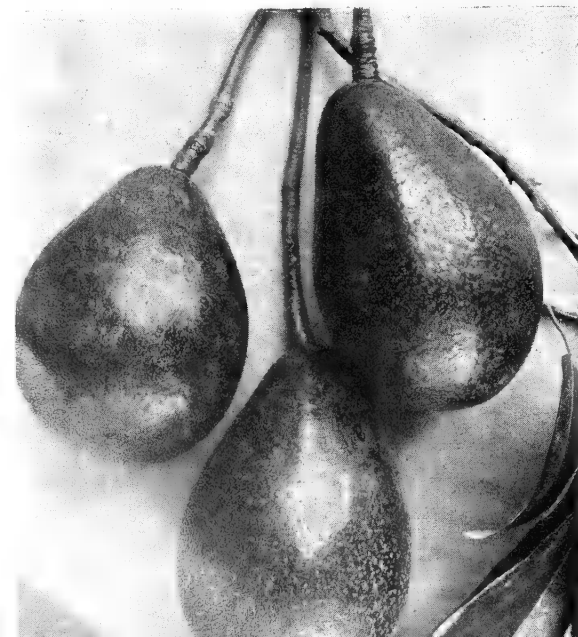
This new Summernaivel Orange (Patent No. 347) brings you delicious seedless fruit for peeling and eating in the summer time. Ripe from March to October, the large, juicy fruits are equal to the finest of the Navels. **1-year old trees, each \$3.00; 2-year, \$3.50.**

Have Delicious Navel Oranges the year around, by planting a tree of each of the above.

VALENCIA. Large oval fruits, solid and heavy; flesh is exceedingly juicy, skin thin and of strong texture. Keeps well on the tree throughout the summer, and maintains its fine quality as late as September. Ripens when all other varieties are gone. **\$1.75 each.**

ARMSTRONG SEEDLESS VALENCIA. Patent No. 124. This wonderful new variety is even finer in quality than the ordinary Valencia, and has the advantage of being without seeds. **\$2.85 each.**

Avocados for rich, delicious salad. See page 27.



Lemons

EUREKA. The celebrated California lemon, and favorite shipping variety. Fruits of medium size, smooth, glossy, heavy, juicy and well flavored; keeps well. Tree is vigorous, almost thornless, and a prolific bearer. In great demand because flowers, green and ripe fruit are borne almost the entire year. Especially heavy crop in midsummer, when lemons are much in demand. Prune only enough to keep the tree shapely, as the extra foliage protects the fruit from sunburn. **\$1.75 each.**

PONDEROSA. The fruits of this variety are of amazing size; juice and flavor are excellent, especially fine for lemon pie. Trees are very ornamental and bear when quite small. **\$2.00 each.**

ARMSTRONG SEEDLESS LEMON. Large, smooth-skinned fruits, identical in quality and habit to the famous Eureka, but they are seedless. **\$2.85 each.**

PINK LEMON. This form of the Eureka Lemon is extremely interesting, with handsomely variegated leaves and pink flesh and juice. The fruits are striped in green, yellow and white. **\$2.00 each.**

MEYER LEMON

This is a Dwarf Chinese Lemon, valuable as an ornamental shrub and for hedges, or as a small tree or pot plant, because of the handsome foliage, fragrant blossoms and fruits, which are full size, beautiful deep golden yellow, and of the finest quality. The Meyer Lemon should be in every California garden, and may be grown in pots where citrus fruit cannot be grown out-of-doors. The plants are constantly in flower or fruit.

Price: Tree-shaped, \$2.00 each. 5-gallon containers, bushy, \$2.00 each; 1-gallon containers, 75c each.

Limes

TAHITI. (Bears Seedless) A favorite in the tropics, this lime is the finest grown. Fruits are large, lemon colored, yielding much more juice than other varieties. The acid juice and rind have a rich lime bouquet, imparting a most delicious flavor to your Collins, Rickey, limeade or punch. All points considered, it excels all limes, and will soon be the most popular market variety. **\$2.00 each.**

MEXICAN. This bears extremely heavy crops of very acid small greenish fruits. Most of the limes used at soda fountains and bars are of this variety. **\$2.00 each.**

SWEET LIME. The juice is so sweet that you can drink it without sugar, and the large fruits are good to eat out of hand. They have characteristic lime flavor. Trees are highly ornamental, hardy, and bear heavy crops of large yellow fruits. **\$2.00 each.**

Eustis Limequat

Very ornamental trees, producing fruits almost immediately after planting. Fruits are small, oval, and bright yellow, the juice very much like that of the lime. Trees are hardy, and not damaged by temperatures as low as 20 degrees. **\$2.75 each.**

Delicious Tangerines and Mandarins

These are especially valuable trees for home gardens, because they grow readily and bear heavy crops of sweet, juicy, sprightly flavored fruit, that is not readily obtained in markets.

ALGERIAN. The earliest to ripen, sweet and ready to pick from December to March. Fruit is of excellent quality, and the tree is handsome in appearance. **\$2.00 each.**

DANCY. Fruit is of medium size, sweet, with deep orange rind. Ripens from February to August and is the standard variety. **\$2.00 each.**

KING MANDARIN. The Kid-Glove Orange. This is the largest of the tangerines, the fruits equal in size to an average Valencia orange. They are round, with rough skin which peels readily from the sweet juicy center segments. **\$2.00**

KARA. Richest flavored and juiciest of them all, the large fruits have a new, distinct flavor. **\$2.75 each.**

KINNOW. Another new variety that has an entirely different flavor, and is preferred by many to any of the other Tangerines. Extremely ornamental. **\$2.75 each.**

SATSUMA. The hardiest of all, and rather dwarf in habit. The sweet, juicy, loose-skinned fruits are ripe before Christmas. Will thrive in districts where other citrus fruits fail. **\$2.00 each.**

Surinam Cherry (EUGENIA UNIFLORA)

A large ornamental shrub or hedge plant, bearing quantities of waxy, eight-angled fruits, shining green at first and changing to brilliant orange, then to bright red. They have an agreeable spicy flavor, fine for salad garnish or for jelly. **Fruiting specimens, 5-gallon containers, \$2.50; 1-gal. 75c.**

Pineapple Guava (FEIJOA SELLOWIANA)

Luscious, flavorful fruits for eating fresh, for salads or jellies. Shrubs are ornamental, with deep green foliage, silvery reverse, and showy flowers. Grafted varieties: **Coolidge, Superba, Choiceana.** **3 to 4 foot specimens, each \$3.50.**

Loquat

These fruits are much appreciated in early spring, having a fresh sprightly flavor. Loquat pie equals the most delicious cherry pie. Evergreen, medium sized trees, with large, deep green foliage of tropical appearance. Should be in every garden even for ornament alone. The budded trees produce decidedly superior fruit. **3 to 4 foot specimens, each \$2.75.**



PERUVIAN PINK GUAVA—See page 59.

NEW GUAVA PERUVIAN PINK (*Psidium guajava*, variety Peruvian Pink)

This new variety bears wonderful crops of fruit, the finest quality of any of the tropical Guavas we have tried in California. The fruits are very large, yellow when ripe, with bright rose-pink flesh. It is a delicious fresh fruit, and unexcelled for jellies.

Of great value, too, as an ornamental shrub, with effective foliage of bold texture and rich color. **1-gallon containers, each 75c; 5-gallons, \$1.75.**

Cherimoya

(ANONA CHERIMOLA)

One of the most delicious of subtropical fruits. The budded varieties bear quite regularly and are very ornamental trees. Fruit is from 2 to 4 inches through, yellowish green in color when ripe, and is filled with delicious custard-like flesh with a flavor somewhat like a combination of pineapple and banana. It is most enjoyable when served chilled. Cherimoyas should be in every garden where there is comparative freedom from frost.

We have the Whaley, a very large fruit, and several other budded varieties selected for their outstanding bearing qualities in the localities where they originated.

Heavy caliper, two-year budded trees with well formed tops, each \$3.50.

White Sapota

(CASIMIROA EDULIS)

A handsome large spreading tree well adapted to our climate. The better budded types which we have, bear large quantities of greenish yellow fruits, about the size of an orange, and contain a delicious custard-like pulp with the flavor of a combination of banana and peach.

SOUBELLE. A favorite in San Diego County, and exceptionally fine flavored, without a trace of bitterness found in some varieties. **Each \$4.00.**

Passion Fruit

(PASSIFLORA EDULIS)

Passion Fruit, or Granadilla, is now grown commercially quite extensively in Southern California. Fruits are round or oval, deep purple, with a hard shell surrounding the delicious pulp, which is eaten fresh or used as flavoring in sherbets, salads, drinks, etc. The vines bear heavily, and the flowers are among the most interesting of all semi-tropical blossoms. **1-gallon containers, each 60c; 5-gallon, fruiting size, each \$1.75.**

CALIFORNIA FLOWERLAND

Avocados

The luxury fruit, available to nearly all Southern California gardens.

Plant Avocados for their ornamental value, and for the delicious fruit, which is becoming a staple article of diet, rich and healthful.

Prices: 5 to 6 foot trees, each \$3.00; 6 to 7 foot trees, each \$3.25 (except Henry's Select.)

Figures after name of variety indicate broadly the district to which each variety is best suited. 1—Coastal Belt; 2—Transitional or Foothill; 3—Interior.

ANAHEIM. 1 and 2. Particularly valuable commercially and for home garden, because it never fails to bear heavy crops of oval, glossy green, thick-skinned fruit, weighing 18 to 24 ounces. Tree rather slender. May to July.

BENIK. 1 and 2. Medium sized, pear-shaped, deep maroon fruit of highest quality. Especially recommended for home use in coastal areas, where it always bears regularly. May to August.

DICKINSON. 1. Medium sized, oval fruits with rough black skin. High quality, regular bearer. April to September.

EDRANOL. 1 and 2. Fast becoming the favorite for summer fruits, because of its extremely high quality and delicious flavor. Medium size, pear shaped, green fruits have very small seed. Resembles Fuerte, but ripens from May to August.

HELLEN. 1 and 2. Fruits resemble the finest Fuertes, and are ripe from August to October. The trees are exceptionally ornamental, vigorous, and bear regular crops.

FUERTE. 2. The leading California variety; there is not a finer fruit. Medium to large size pear-shaped green fruit, with leathery skin. The flesh is richly flavored, seed small. Ripens from late fall until spring; the later the fruits are picked, the richer in oil they will be. Has a tendency to bear heavy crops in alternate years, and is not suited to districts very near the coast, or inland. Hardier than most. We have the Cole strain, and a strain selected for good bearing habit. December to May.

NABAL. 1 and 2. A leading summer ripening variety. The green, leathery skinned fruits are very large and of the very finest quality. Bears enormous quantities. Should be planted wherever winters are mild. June to September.

RYAN. 2. Called the "Summer Fuerte", it is one of the heaviest bearers, making it one of the best commercial varieties. Fruit is of good quality, medium size, pear-shaped, with green skin. May to October.

Hardy, Thin Skinned Avocados

Valuable for home use and local market, especially in interior districts, because they stand more cold than others.

BENEDICT. 3. This and Duke will probably stand the most frost of all. Fruits small, pear-shaped, black, of fine quality. September and October.

DUKE. 2 and 3. Oval, green, larger than most thin-skinned types. Rich flavor. Trees very vigorous. September to November.

GANTER. 2 and 3. Green, medium sized, good quality and flavor. Trees large and spreading, bearing heavy crops. October to December.

LEUCADIA. 2 and 3. For ornament alone, this is an outstanding tree, foliage deep green, glossy and large. Trees beautifully formed. Fruits of high quality, smooth, purplish black. October to December.

PUEBLA. 2. Popular maroon colored variety, ripening just before Fuerte, November and December. Larger than most thin skinned fruits, of rich flavor.

Henry's Select

(Patented)

The most valuable of Fall ripening sorts. Henry's Select is the most promising variety for commercial planting or home garden, of all the newer varieties that ripen during a season when Fuerte is not available. The fruits are of extremely high quality, with smooth, buttery flesh that does not discolor after cutting, and keep better than any of the thin-skinned sorts; 8 to 14 ounces. Trees thrifty and hardy, and bear the second year after planting. Deep purple-maroon fruits of beautiful appearance, with small seed.

Price of Henry's Select: 4 to 6 foot trees, each \$3.50; 6 to 7 foot trees, each \$4.00.

Luscious Strawberry
Guava and Surinam
Cherries

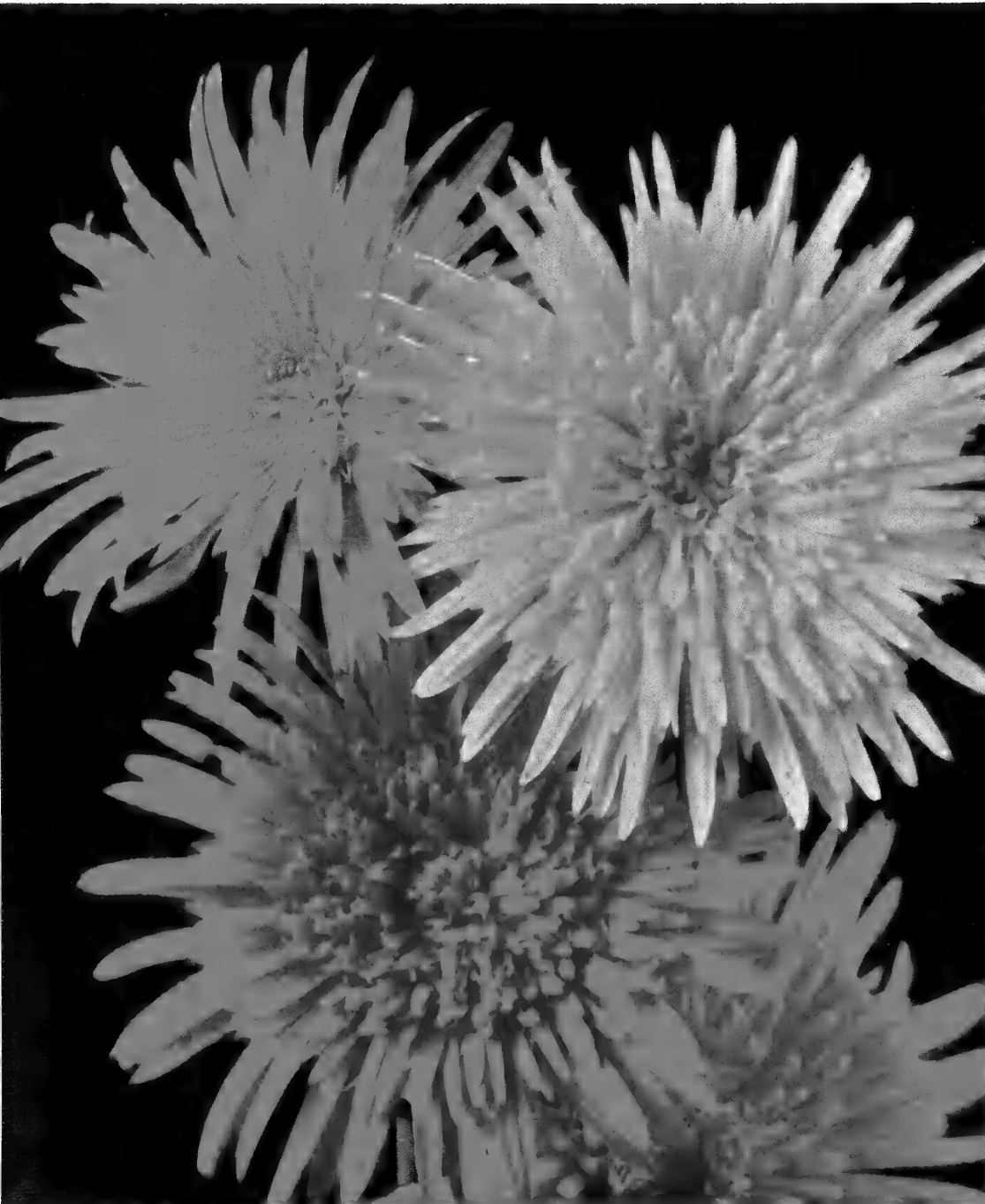


California Flowerland Transvaal Daisies

(GERBERA HYBRIDS)

By years of careful selection in our nursery, we have developed a strain of giant single-flowered Gerberas unexcelled in rich color range, length of stems, grace, beauty and size of flowers.

The set of new Double Transvaal Daisies that we offer is a great advancement over previous double strains. They are exceptionally long lasting as cutflowers.



CALIFORNIA FLOWERLAND NEW DOUBLE GERBERAS

A splendid new strain of these lovely flowers, the result of much painstaking selection. The petal formation is artistic, graduating from long slender outer petals to shorter ones in the center, forming a double flower of lovely proportion, on long strong stems.

Plants are nearly everblooming, having been in flower at least ten months, in California. Propagation of the Double Gerberas, which do not produce seed, is by clump division only.

FOUR COLOR SELECTIONS:

DIABLO. Glowing red.

MARQUITA. Golden Yellow Shades.

LA COLONDRINA. Rich orange.

LA PALOMA. Salmon Rose.

**Strong blooming size plants, each 75c;
10 for \$6.75**



Transvaal Daisies are ideal for cutting, being long stemmed and very lasting. Their cultural requirements are simple: plant them in full sunshine; soil should be well drained and should not be allowed to cover the crown, or center of plants. Irrigate thoroughly, and do not water again until soil is fairly dry. Avoid sprinkling and too frequent watering. Protect the plants in winter where freezing weather prevails.

PAUL J. HOWARD'S SINGLE HYBRID GERBERAS

We have developed, by years of careful selection of the most desirable types and colors, a strain of these marvellous flowers which we sincerely believe is beyond compare. While the size of the flower has been increased immensely, all the grace of form of the single flower has been retained. The petals are very long, narrow and graceful, surrounding the center disc which is very small in proportion to the size of the flower. The color range includes the most pleasing rich hues of crimson, deep rose, scarlet and orange, as well as delicate pastel shades, cream, yellow, pink,

salmon, and white. The colors of the disc are also distinct in this strain, some being of the same hue as the petals, others of contrasting shade.

Prices, Mixed Colors only, large field-grown clumps, **each 35c; 10 for \$3.15**; large balled plants in full flower, **each 50c; 10 for \$4.50**; divisions or pot-plants for shipping, that will bloom a few weeks after planting, an ideal size for shipping, **each 15c; 10 for \$1.35**.

Paul J. Howard's Vegetable Seeds

Of Outstanding Merit



LONG ISLAND LONG POD

Beans

MONTALVO EVERBEARING BUSH LIMA. An everbearing large bush lima bean of exceptional merit and tender quality. Plant seed about April first in hills, four by four feet apart. Beans mature from September to January. When new growth starts, prune as you would a grape vine and protect with straw or other mulch. A new crop appears in May. When vines show age, about July, prune as before, and your third crop is ready in October. Continue pruning twice a year, irrigate and fertilize. Every garden should have a planting of these wonderful everbearing beans. **Packet 15c; 1/2 lb. 40c; lb. 75c.**

IMPROVED DWARF BUTTER WAX. High quality home garden sort, plants erect, vigorous and productive. Pods are round, very fleshy, waxy yellow, entirely stringless and of rich flavor; splendid for canning. **Pkt. 10c; 1/2 lb. 25c; lb. 40c.**

LONG ISLAND LONG POD. 1942 All America Selection. A new green bush snap bean especially fine for the home garden, very prolific, with long slender dark green pods, entirely stringless. Plants about 18 inches high, vigorous and disease resistant. **Pkt. 15c; 1/2 lb. 40c; lb. 75c.**

IMPROVED KENTUCKY WONDER (Brown Seeded). The most popular green climbing pole bean, always tender and stringless. Pods are round, medium light green, eight inches long, of fine flavor and quality. Plants vigorous, hardy, and productive over a long season, if kept picked. **Pkt. 10c; 1/2 lb. 25c; lb. 40c.**

IMPROVED SCARLET RUNNER POLE BEAN. Grown for its clusters of showy scarlet flowers as much as for the large crops of tender green beans. Very hardy, attractive over trellises or fences. **Pkt. 15c; 1/2 lb. 40c; lb. 75c.**

STRINGLESS GREEN POD. Of dwarf bush type, erect and very productive. Pods are round, medium green, meaty, stringless and tender, of finest flavor. **Pkt. 15c; 1/2 lb. 25c; lb. 45c.**

BRUSSELS SPROUTS

MEDIUM DWARF. Plants of robust habit, thickly set with the small compact heads of delicate flavor. Culture is the same as for cabbage. **Pkt. 10c; ounce 60c.**

Grow your own delicious fresh vegetables.

The varieties of vegetable seeds listed here have been selected from our stocks, for their high quality, fine flavor, and suitability for the home garden. In addition to this list, we carry a complete stock of seeds of standard varieties of vegetables and herbs.

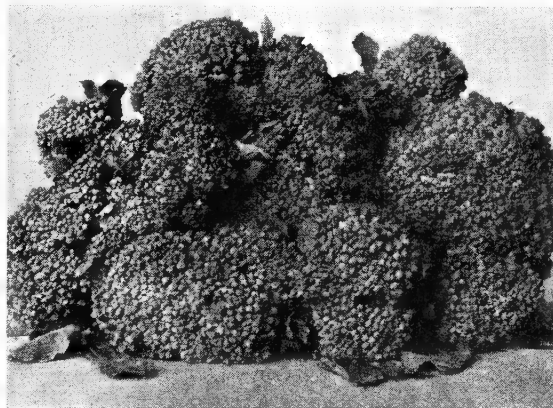
California Flowerland Vegetable Seeds are all packed here, insuring fresh seed of high germination.

BEETS

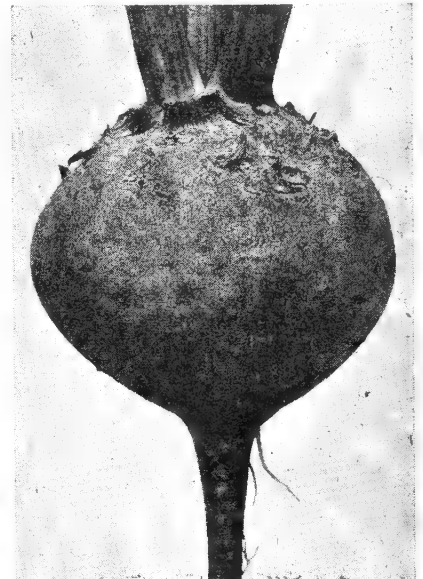
IMPROVED EARLY BLOOD TURNIP. A medium early variety suited to home garden use. Roots smooth, flesh deep red with purple zones. Crisp and tender. The young tops make delicious beet greens. **Pkt. 10c; ounce 30c.**

BROCCOLI

GREEN SPROUTING. Delicious novelty vegetable that is cooked and served as you would asparagus. Plants form sprouts about six inches long and produce heads of deep green buds which should be cut in the half-open stage. After sprouts are cut, others appear, so you will be supplied from eight to ten weeks. **Pkt. 10c; ounce 60c.**



BROCCOLI—GREEN SPROUTING



BEET IMPROVED EARLY RED

All prices on seeds are quoted prepaid. Due to crop conditions and fluctuations, we can guarantee prices quoted on quantities only while present stocks last.

CABBAGE

EARLY RED ROCK. The darkest strain of red cabbage, heads solid and leaves crisp, fine flavored. Excellent for slaw, salads and for cooking and pickling. **Pkt. 10c; ounce 60c.**

CANNONBALL. Late. Large close globe-shaped heads of medium size, weighing 7 to 9 pounds. Very firm, solid, of good quality, a good keeper. **Pkt. 10c; ounce 50c.**

CHINESE CABBAGE WONG BOK. Our strain is the genuine Wong Bok imported from China, and is considered the perfect Chinese cabbage. The tall, solid, crisp heads are tender and are ideal for salads and for cooking. **Pkt. 10c; ounce 30c.**

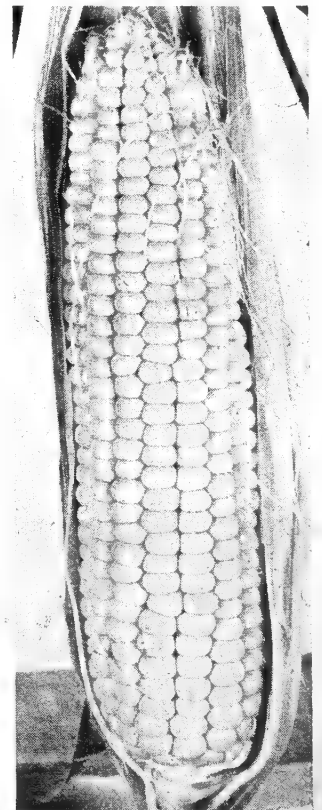
EARLY JERSEY WAKEFIELD. An early maturing summer cabbage of finest quality, producing small, solid heads with leaves tender and mild flavored. Especially desirable for the home garden because of its earliness and compact growing habit. **Pkt. 10c; ounce 50c.**

Sweet Corn

TOPFLIGHT BANTAM. 1942 All America Selection. This new hybrid sweet corn produces uniformly perfect golden yellow ears with small cob, filled with 12 to 16 rows of tender kernels of finest quality and richest sweet flavor. Excellent for the home garden. **Pkt. 10c; 1/2 lb. 30c; lb. 50c.**

COUNTRY GENTLEMAN. Shoe Peg Corn. A tender white sweet corn of delicious flavor, with small, deep kernels irregularly set on the small cob. Desirable for the home garden, late, edible in 110 days. **Pkt. 10c; 1/2 lb. 25c; lb. 40c.**

OREGON EVERGREEN. The standard white sweet corn for home gardens, with large ears of excellent quality and flavor, covered with a tight husk. Very early and prolific. **Pkt. 10c; 1/2 lb. 25c; lb. 40c.**



TOPFLIGHT BANTAM

Paul J. Howard's Quality Vegetables

CARROT

DANVERS HALF LONG. Popular home garden carrot of fine quality and flavor. Deep orange roots, 6 to 7 inches long, uniformly tapered to a blunt end. Flesh is crisp and tender. **Pkt. 10c; ounce 50c.**

OXHEART. The most desirable carrot for heavy soils, very productive. Carrots are 4 to 5 inches long, of high quality and ready for use early. **Pkt. 10c; ounce 50c.**

CUCUMBER

FLOWERLAND TELEGRAPH. Well adapted to trellising. Fruits are 12 to 16 inches long, bottle neck, smooth deep green, with very little seed. Crisp and delicious. Hills should be well fertilized with rotted manure. **Pkt. 25c.**

IMPROVED LEMON. Similar in shape and color to a lemon, with delicate flavor, this is an excellent novelty for the home garden. Produces heavily. **Pkt. 10c; ounce 25c.**

IMPROVED LONG GREEN. Standard late cucumber for the home garden, long slender fruits of deep green with crisp flesh. Prolific and dependable. **Pkt. 10c; ounce 25c.**

EGG PLANT

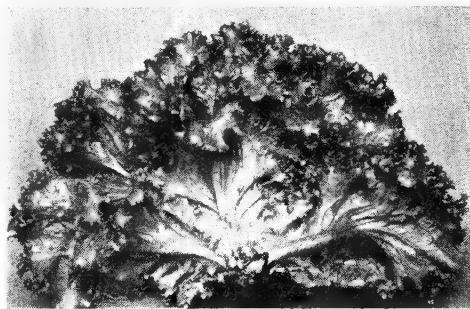
NEW YORK IMPROVED. Upright branching plants, early and almost continuous in bearing. Fruits are oval, satiny smooth, blackish purple, large and of good flavor. **Pkt. 10c; ounce 50c.**

LETTUCE

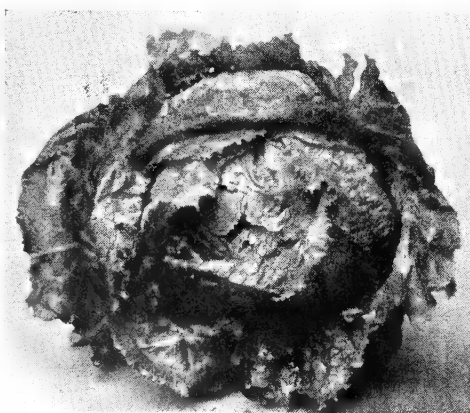
EARLY CURLED. The most widely used leaf lettuce, early and dependable. Plant is large, compact, non-heading. Leaves are light green, frilled, firm, very crisp and tender. **Pkt. 10c; ounce 25c.**

LOS ANGELES MARKET. The most widely used head lettuce, and extensively grown on the Pacific Coast. Plant is dark green and crisp heading, heads well folded and blanched. Our strain is carefully selected. **Pkt. 10c; ounce 25c.**

NEW YORK P. W.-55. All America Selection. A very early lettuce with compact, flattened heads of medium size. Of the Los Angeles Market type, crisp and of fine flavor. Excellent for spring planting in the home garden. **Pkt. 15c; ounce 35c.**



LETTUCE EARLY CURLED



LETTUCE NEW YORK PW-55

SWISS CHARD

CRIMSON RHUBARB. A new Swiss Chard that looks like rhubarb. Ready for use very early, and continues for several months. Leaf stocks, considered by many the most delicious part of the plant, are fleshy, tender and crisp, and bright crimson. The rich color extends into the deep green, heavily crumpled leaves. Cook the leaf stalks alone, or only the leaves, or cook both together, for a sweet delicate flavor you never knew existed in a leafy vegetable. Easily grown, thrives everywhere. The foliage of this handsome vegetable is often used in flower arrangements. **Packet of 50 seeds, 15c; 100 seeds, 25c.**

LUCULLUS. Leaves about 24 inches tall, large and upright, tender and mild flavored. The mid-rib may be trimmed and cooked like Asparagus. The leaf part is cooked like spinach. **Pkt. 10c; ounce 30c.**

LEEK

AMERICAN FLAG. An early, short, thick-stemmed variety with large green leaves and exceptionally mild flavor. Delicious in soups and salads, also served as a vegetable like onions. **Pkt. 10c; ounce \$1.00.**

Melons MUSKMELON

TIP TOP. Oval fruits, yellow fleshed, sweet and juicy, of finest flavor. Splendid for the home garden. **Pkt. 10c; ounce 25c.**

ROCKYFORD. Also known as Netted Gem, and one of the best melons for the home garden. Fruits are oval, entirely covered with a uniform netting. Flesh is light green, juicy, and of delicious flavor. **Pkt. 10c; ounce 25c.**

FAMOUS INDIANA. One of the finest melons for the home garden, with rich yellow flesh and fine flavor that may be compared with the Persian melon. It is heavily netted and very thick meated. **Pkt. 10c; ounce 25c.**

WATERMELON

KLONDYKE. The most popular watermelon for California gardens. Flesh is rich, dark red, very delicious and sweet. Adapted to home garden culture. **Pkt. 10c; ounce 20c.**

GEORGIA RATTLESNAKE. Fruits are light green with darker stripes, flesh is pink, close grained and very sweet. Seed is white. Very desirable home garden variety. **Pkt. 10c; ounce 20c.**

ONION

SILVERSKIN OR WHITE PORTUGAL. The most widely used white onion, pure white, flat, and hard, of mild crisp texture and good keeping qualities. An all-purpose onion, splendid for green onions, salad, and storage for winter. May be planted from November to April. **Pkt. 10c; ounce \$1.00.**

RIVERSIDE SWEET SPANISH. The mildest onion in cultivation, popular for slicing, white flesh of pleasing flavor. Very large, globular onion with golden yellow skin, keeps well; immensely prolific. **Pkt. 10c; ounce \$1.00.**

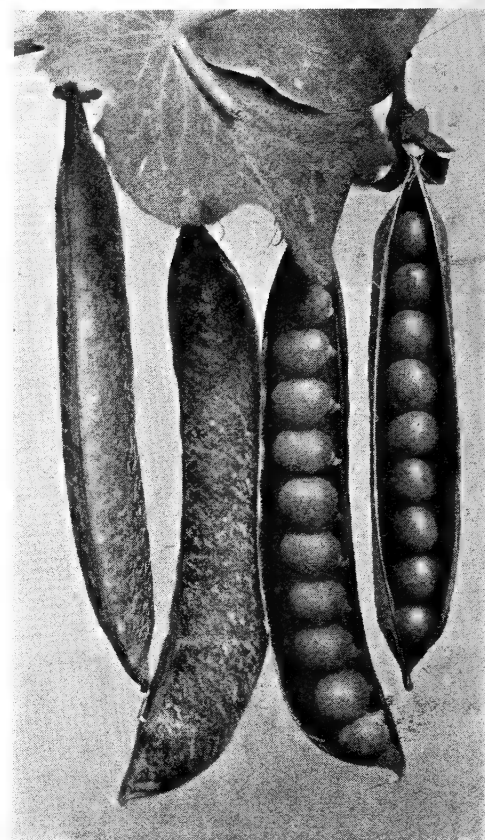
PARSLEY

DOUBLE MOSS CURLED. Compact growing, with finely cut and densely curled leaves of deep green. For garnishing, and for flavoring, this is the favorite variety. **Pkt. 10c; ounce 20c.**

PEPPER

CALIFORNIA WONDER SWEET PEPPER. The ideal pepper for the home garden and for stuffing. Fruits are large, smooth and regular, 4½ inches long and nearly 4 inches across, with thick flesh and deep rich green skin. **Pkt. 10c; ounce 75c.**

ANAHEIM CHILI. Hot Pepper. The most desirable for seasoning, drying, and pickling because of its agreeable pungency. Fruits 6 to 8 inches long, about 1 inch across, deep green changing to rich scarlet as they ripen. **Pkt. 10c; ounce 50c.**



SPECIAL DWARF TELEPHONE PEAS

PEAS

SPECIAL DWARF TELEPHONE. An improved dwarf telephone pea of exceptionally fine quality and flavor. Vines grow to a height of 20 inches, producing large, deep green pods, 5 inches long, containing 8 to 10 peas of delicious quality. **Pkt. 10c; ½ lb. 25c; lb. 40c.**

ALDERMAN. Improved Tall Telephone. Height 5 to 6 feet. Popular market variety that should be grown on poles, using twine between the poles. Vines and pods are dark green, the pods well filled, plump and pointed; peas large and tender, sweet flavored. Resistant to fusarium wilt. **Pkt. 10c; ½ lb. 25c; lb. 40c.**

DWARF EDIBLE POD SUGAR PEA. Also known as Chinese Pea. Produces pods on wiry vines and is unsurpassed for sweetness and flavor. The pods are cooked whole only a few minutes, without shelling, and served with butter. Extraordinarily heavy yielding. **Pkt. 10c; ½ lb. 25c; lb. 40c.**

RADISH

CRIMSON GIANT. A superior home variety, large, globular, and always tender, crisp and of mild flavor. Keeps a long time without becoming pithy. **Pkt. 10c; ounce 20c.**

SPARKLER. Popular radish of outstanding quality. Tops are small, with deep turnip shaped roots, almost globular, and slender tap root. Scarlet with white area around top. Crisp and tender. **Pkt. 10c; ounce 20c.**

WHITE ICICLE. The best early white variety, with long roots and small tops. Excellent quality, brittle and mild flavored. **Pkt. 10c; ounce 20c.**

ROSELLE

QUEENSLAND JELLY PLANT. Easily grown from seed planted in spring when ground is warm. The bushy plants grow 4 to 5 feet high. The fleshy calyx surrounding the seed pod is used as soon as the flower drops, for making jelly, which is equal to guava or currant in flavor. **Pkt. 10c; ounce 50c.**

Paul J. Howard's Quality Vegetable

SPINACH

SUMMER SUCCESS. The best variety for summer use. On moist peat land, this variety will produce crisp tender leaves 14 inches long. **Pkt. 10c; ounce 20c.**

WINTER BROADLEAF. Splendid winter sort, with large, thick, broad leaves of fine flavor. **Pkt. 10c; ounce 20c.**

MUSTARD SPINACH

TENDERGREEN. A pleasingly flavored mustard, so mild it is almost like spinach. May be grown in place of spinach during the summer. Leaves are ready to use 3 or 4 weeks after sowing. **Pkt. 10c; ounce 20c.**

SQUASH

SUMMER WHITE BUSH SCALLOP, Green Tint. A much improved type of the white bush squash. Young fruits are deep green, holding their color at the edible stage, and of excellent flavor. **Pkt. 10c; ounce 20c.**

SUMMER BLACK ZUCCHINI. Most desirable for home and market garden, noted for its vitamin content. Fruits are deep green, 6 to 8 inches long, and are used when quite young. Plants are bushy and very productive. **Pkt. 10c; ounce 20c.**

WINTER PINK BANANA. Considered the richest and finest flavored of the winter squash. Fruits are 15 to 20 inches long, with flesh of fine texture, thick, and light orange in color. **Pkt. 10c; ounce 20c.**

TOMATO

FLOWERLAND GARDEN KING. A wonderful new variety recommended for the home garden. Plants are of strong growth, producing clusters of 6 to 14 medium sized fruits on long fruit stems. Tomatoes are brilliant red, firm fleshed, and of delicious flavor. Plants produce large crops of fruit. **Pkt. 25c.**

CRIMSON CUSHION OR BEEFSTEAK. Very large, round and uniform fruits, bright scarlet in color. Flesh is solid and meaty, of delicious mild flavor, with few seeds. Vines grow tall, and may be trained or tied to a trellis, to make an attractive fence for the vegetable garden. This variety bears for months. **Pkt. 10c.**

RED CHERRY OR COCKTAIL TOMATO. A very productive variety, bearing clusters of small sweet red fruits, about one-half inch in diameter. Attractive for salads, garnishing, and preserves. **Pkt. 10c.**

YELLOW GARDEN QUEEN. A large yellow tomato that is non-acid and of delicious flavor, excellent for salads, imparting a novel color as well as flavor. With sliced lemon and preserved ginger, it makes a delicate conserve. **Pkt. 10c.**

TURNIP

PURPLE TOP WHITE GLOBE. The all-purpose variety for the kitchen garden. Tops are dark green, and make excellent tender greens when cut young. Roots are globe shaped, smooth, the upper part purple, under side white. Flesh is white, crisp, sweet and tender. **Pkt. 10c; ounce 20c.**

EARLY WHITE SNOWBALL. An early table sort, roots of medium size, white throughout, crisp, tender and sweet. **Pkt. 10c; ounce 20c.**



PAUL J. HOWARD'S Vegetable Plants in Plant Band Pots

Now you can set out vegetable plants from our new plant-band pots, and save time and effort.

Plants in plant-band pots are stronger, since each plant has its own root system, fully developed and ready to start growing in your garden. They are economical, too, since there is no loss in planting. Roots are not damaged in transplanting.

Leading varieties of vegetable plants are available in plant-band pots.

For Early Planting:

	Dozen	Dozen
Brussels Sprouts	\$.25	Chives
Cabbage, Early Summer Wakefield	.25	Kale, Scotch Curly
Cabbage, Red Rock	.25	Leek, American Flag
Celery, Turnip Root Celery	.25	Lettuce, Romaine
Celery, Utah Golden Stringless	.25	Parsley, Moss Curled
Chard, New Rhubarb Red	.50	Parsley, Hamburg Turnip Rooted

The following varieties will be ready for warm weather planting:

	Dozen	Dozen
Beans, Montalvo Perennial Bush Lima Bean	each 10c, \$1.00	Pepper, Anaheim Chili (Hot)
Sweet Corn, Top Flight Bantam	.35	Squash, Summer White Bush Scallop
Sweet Corn, Country Gentleman	.25	Squash, Summer Black Zucchini
Cucumber, Improved Long Green	.50	Squash, Winter Pink Banana
Cucumber, Telegraph Trellis	.50	Tomato, Garden King
Egg Plant, New York Improved	.50	Tomato, Crimson Cushion or Beefsteak
Muskmelon, Rockyford	.50	Tomato, Golden Queen
Pepper, California Wonder (Sweet)	.35	Roselle, Queensland Jelly Plant

Vegetable Roots

ARTICHOKEs

FRENCH GREEN GLOBE. Each 25c; \$2.00 for 10.

ASPARAGUS

PARADISE. Fine productive new variety. 10 for 50c; 25 for \$1.00; 100 for \$2.25.
MARY WASHINGTON. Most popular sort. 10 for 40c; 25 for 75c; 100 for \$2.00.

RHUBARB

CHERRY and STRAWBERRY. Strong roots, each 25c; 10 for \$2.00; \$14.00 per 100.

HORSERADISH

2 for 25c; \$1.00 for 10; 100 for \$8.00.

Prices include free delivery in delivery district. Plants are sent express collect beyond these points.

Mushrooms

AMERICAN GROWN PURE CULTURE SPAWN.

Mushrooms are easily produced in corners of the garden, or in specially prepared beds. The spawn may be crumbled fine and planted in unused sod or grassland, producing a crop of mushrooms of finest quality in a few months. One carton of Pure Culture Spawn will plant 40 square feet. **Carton 95c, post-paid.**

Our special leaflet, "Mushroom Culture" will be sent free upon request.

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Books add greatly to the pleasures of gardening and are of inestimable aid to success with plants. We endeavor to keep the most complete stock of Horticultural Books in the West, and have many titles not listed here.

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HORTUS the Second

By L. H. Bailey

Published April 22, 1941, completely revised and enlarged. 778 pages. Comes closer than any other single volume to answering every question about gardening. Includes every group of plants known to be cultivated in the United States and Canada, with brief but complete botanical description and common names, notes on culture, uses, hardiness, propagation, preferred soil, color, identification, etc. Every serious gardener or gardening student needs this great new book. \$12.00.

STANDARDIZED PLANT NAMES

Indispensable for all gardeners, nurserymen, seedsmen, florists, as well as pharmacists, educators, librarians and scientists. Published in January, completely up to date. The most complete list of approved scientific and common names, with pronunciations. 62 special lists, including roses, chrysanthemums, poisonous plants, medicinal plants, herbs, orchids, etc. 677 pages. \$10.50.

GARDENING WITH HERBS FOR FLAVOR AND FRAGRANCE. By Helen Morgenthau Fox. Herbs in the garden, over the stove and in the ice box are described by this gardener who grew them for three years before selecting her list of 68 varieties that can profitably be grown by gardeners in America. 190 pages are devoted to careful and accurate notes on cultivation, season, fragrance, and appearance of flowers, seeds, and leaves. 56 expert recipes are also included. 334 pages, 12 illustrations. \$2.50.

THE HOME VEGETABLE GARDEN. By E. M. Freeman. How to grow fresh, crisp vegetables in your own garden and cut down on the grocer's bills. Full of practical details for laying out the garden, planting, and growing vegetables successfully. 8 illustrations. 214 pages. \$1.75.

PRINCIPLES OF FRUIT GROWING. By L. H. Bailey. Practical information for growers of every kind of tree and bush fruits. Tells where to locate the orchard, how to plant, cultivate, prune, spray, and do every other operation necessary to bring high production. Methods of harvesting, grading, and marketing are described. 186 illustrations. 432 pages. \$3.00.

PLANTS IN THE HOME. By Frank A. Balthis. This book won a \$1000.00 prize garden book competition. \$2.50.

MODERN ROSES II. By J. Horace McFarland. A handy reference giving correct name of each variety and species of rose, the originator or introducer, when and where it was introduced, its family, class, color, form, fragrance, foliage and growth. It tells the facts about 4,833 roses. \$5.00.

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SUNSET VISUAL GARDEN BOOK. \$1.00.

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CHECK LISTS FOR SUBTROPICAL REGIONS. By Roland S. Hoyt. Valuable for California are the numerous lists and classifications of ornamental woody plants. Gives many classifications of types of plants, for particular purposes, structural form, cultural aspects, purpose, adaptation, ornamental characters, distinctive qualities for landscape effects, planting calendar and much other information. 383 pages. \$3.00.

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GARDENING IN CALIFORNIA. By Sydney B. Mitchell. The standard work for California garden makers. 323 pages. \$2.50.

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GARDEN FLOWERS IN COLOR. By G. A. Stevens. Shows all the important garden flowers in accurately colored photographs. Gives descriptions and cultural notes. Valuable whenever you plant, plan a color scheme, or combine plants in bed or border arrangements. Useful for identifying plants. 400 photographs in full color, 320 pages. Formerly \$3.75. Now \$1.98.

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Edited by L. H. BAILEY. This is the one universal and invaluable authority on every horticultural question. Makes a compact but thorough presentation of the kinds, characteristics, and methods of cultivation of the plants grown in the United States and Canada for ornament, for fancy, for fruit, and for vegetables. A new three-volume edition identical in contents and illustrations with previous edition which sold for \$25. 24 color plates; 96 full-page half-tone illustrations; 4000 illustrations throughout the text; 3,637 pages; durable, dark-green buckram. \$15.00.

WORLD WAS MY GARDEN. By David Fairchild. More than an autobiography of this noted plant explorer, the story of Dr. Fairchild's life is as good as a novel; fascinating to anyone whether interested in plant life or not. 494 pages, with 127 pages of photographic illustrations covering the entire garden of the world. \$3.75.

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PAUL J. HOWARD'S

Pelargoniums

Pelargoniums, known as Martha Washington Geraniums, are among our showiest and most satisfactory summer and autumn flowering plants. They are very easily grown, thrive particularly well at the seashore, and make wonderful specimens as pot plants, rivalling Azaleas in their gorgeous coloring.

We grow a complete collection of novelties and standard varieties, a great many not listed here.

ANITA. Center of flowers white, margined bright rose, upper petals feathered with dark crimson, lovely.

AZALEA. Very large ruffled flowers, rosy red, flushed salmon, dark blotches at base of upper petals. Free and early bloomer.

BEVERLY HILLS. Large orchid-pink, beautifully ruffled flowers. Upper petals have small crimson featherings. Very attractive.

EDITH NORTH. Lower petals clear rose pink, upper, deep pink flushed orange-salmon with small crimson blotch. Tall grower and very showy.

EMPRESS OF RUSSIA. Striking velvety flowers with blackish maroon center like a pansy, bordered rose-maroon, with a narrow band of white at edge of each petal. **2½-inch pots, each 35c; 4-inch pots, each 50c.**

ETHELIN. Exceptionally showy luminous red, with orange sheen, lower petals lilac at base. Wavy petals; very free flowering.

FLORABELLE CLAUSE. Beautiful shade of light pink, with velvety brown-black blotch in upper petals, veined and flushed rose. Free blooming for a long season.

GLADYS KELLOGG. Very fine bright salmon pink, dark blotches and veins on upper petals.

GLENDALE. Immense flowers of brilliant cerise, blotched with deep maroon.

GRANDMA FISCHER. Bright salmon pink, large ruffled flowers with each petal blotched brown-black. Distinct in color, and a vigorous, upright plant.

HAILE SELASSIE. Deep rose violet, lighter at edge, heavily veined maroon, each petal with dark blotch. Low and bushy.

IDA HENLEY. Velvety salmon-maroon, with rose pink tint at edges. Very early and free flowering. **2½-inch pots, each 35c; 4-inch pots, each 50c.**

KATE BORNEMANN. Lovely white flowers, overlaid with salmon pink, blotched rich crimson.

LAVENDER QUEEN. Lavender, with light eye and dark spot on each petal. Full, large clusters and long blooming.

MABEL. Upper petals maroon, lower bright rose, very showy.

MACKENSON. Very brilliant pure rose.

MRS. F. BACHELER. Very fine deep rose red, upper petals blood red at center. Outstanding large flowered variety.

MRS. MARY BARD. Snowy white, with faint feathering of amaranth at center. Large ruffled flowers.

SALMON QUEEN. One of the finest of all Pelargoniums, with the longest flowering season. An even shade of pure salmon rose, slightly blotched. The plants are as beautiful as Azaleas for pots. **2½-inch pots, each 35c; 4-inch pots, each 50c.**

SALMON SPRINGTIME. Salmon red, upper petals blotched crimson flecked white; very fine.

SUE JARRETT. Pink, shaded salmon, with darker upper petals; attractively marked with crimson. One of the largest and best.

Price of all Pelargoniums, except where noted: **2½-inch pots, each 25c; 10 for \$2.25. 4-inch pots, each 35c; 10 for \$3.15.**



Left to right, Top Row—
Azalea, Anita, Ethelyn
Bottom Row—
Edith North, Mabel

CALIFORNIA FLOWERLAND Geraniums

Geraniums are indispensable in California gardens, and add alluring color to almost any type of architecture. They are finding wider use than ever, in beds, borders, and as specimens in ornamental pots. Our California Flowerland Collection of Geraniums includes the newest and finest varieties, superior pot grown plants.

Besides the sizes listed, we have beautifully grown large specimens in full bloom, for patio and garden decoration. Ask for prices on these.

IMPROVED SINGLE-FLOWERED GERANIUMS

ALICE OF VINCENNES. The blending of color in this variety is very striking. Pure white at the center, shading through deep rose to bright red at the edge.

BEAUTY OF CHATSWORTH. A Paul J. Howard introduction, and one of the finest Geraniums grown, perfect for large pot specimens, as it blooms continuously, and always shows color. Fine foliage, and huge clusters of large florets of a lovely rich shade of cherry rose.

HERRICK. Dwarf growing, compact plants, splendid for bedding with large flower clusters of intense scarlet.

L'AUBE. The finest of all pure white, single Geraniums, with golden stamens; a beautiful pot plant.

MAXIME KOVALESKY. Brilliant orange red, almost a true orange, very striking, with handsome foliage; vigorous plants.

MRS. E. G. HILL. An exquisite shade of light salmon pink; does not fade in the sun; very fine.

NUIT POITEVINE. Lovely flowers of a glorious shade of bright red; fine foliage.

SUSAN LEEPRE. An exquisite shade of salmon, with golden orange suffusion; a very beautiful Geranium, and a robust, compact grower.

CHOICE DOUBLE AND SEMI-DOUBLE VARIETIES

ALPHONSE RICARD. Very popular double Geranium, flowers of bright vermilion scarlet.

BEAUTE POITEVINE. A fine semi-double Geranium, with very large flowers of bright salmon pink.

CALIFORNIA PINK GIANT. Enormous trusses of huge double flowers, each floret like a small pink rose; bright clear pink.

E. H. TREGO. Large trusses of fine double flowers, brilliant orange scarlet.

MISSOURI. One of the finest and most popular, bearing immense trusses of large double flowers, bright scarlet; very free flowering.

MME. LANDRY. Clear salmon, shading to copper at the center. A magnificent flower, and one of the leading pot-plant varieties.

RADIO. Rich velvety red flowers; a fine pot plant.

SCENTED GERANIUMS

Old-fashioned garden favorites, grown for the spicy fragrance of their foliage, used for scenting linens, etc.

LEMON GERANIUM. A pretty plant, the stems clothed with tiny crinkled, lobed leaves, having the fragrance of Lemon Verbena.

ROSE GERANIUM. Popular for the spicy fragrance of its deeply lobed, skeleton like leaves, used for flavoring, and for perfuming linens.

PEPPERMINT GERANIUM. Beautiful plants with large soft silky leaves, deeply lobed, and peppermint scented.

IVY LEAVED GERANIUMS

The Ivy Leaved Geraniums are especially desirable for covering banks, hillsides, and parkways, because of their trailing or climbing habit of growth and their bright shiny green foliage. They are attractive for window boxes and hanging baskets also, and are among our most satisfactory plants for seaside planting.

CHARLES TURNER. The most popular and the finest rose pink. Growth luxuriant; very free flowering.

LAVENDER. Plants of trailing habit, with smaller leaves than those of most varieties, very glossy; lavender flowers.

ETINCELANT. Intense orange-scarlet; very showy for parkway planting, baskets and pots.

Prices on all Geraniums, except as noted: **4-inch pots, each 35c; 10 for \$3.15.**



MURIEL — Free blooming Basket Fuchsia

California Flowerland Fuchsias

Fuchsias provide a wonderful display of color from May until November, and are one of the features of summer displays at California Flowerland. Easy to grow anywhere except in hot interior valleys, they are most beautiful and useful flowering shrubs to grow in the shade. Give them rich soil and plenty of water.

We consider the varieties of Fuchsias listed on these pages the very finest that can be had. Each has distinctive qualities of growth, form and color. Besides those listed here, we grow many others, and they are on display at California Flowerland from May to November. We have been told by many visitors that this display of Fuchsias is the finest on the Coast.

Hanging Basket Fuchsias

Perhaps in no other way can the Fuchsia display all its color and beauty as well as when grown in hanging baskets or pots. We have hundreds of beautifully grown baskets on display during the flowering season. It is easy to grow your own, too, starting with 4-inch pots in early spring.

BUTTERFLY. Novelty, see next page.

CLARET CUP. This and Halloween are of the same type as Cascade, Claret Cup being a little brighter color than Cascade.

FALLING STARS. Of glowing beauty, the brilliant scarlet and orange scarlet flowers are freely produced on graceful plants.

HENRI POINCARÉ. Large single flowers with long violet-blue corolla and bright red sepals. Very fine.

CASCADE. Favorite since its introduction. Of perfect weeping form, branches are covered with huge single flowers of exquisite pink, salmon and cerise.

HALLOWEEN. Long pendant branches covered with lovely single flowers, with light plum corollas and white, flushed pink sepals.

HOWARD'S BASKET. Novelty, see next page.

LINDISSIMA. Novelty, see next page.

MURIEL. Perhaps our most showy basket Fuchsia, because of its amazing freedom of bloom and pleasing colors. See color plate. Excellent in the garden, too, if given slight support.

MARINKA. Almost self color, with rosy scarlet corolla and scarlet sepals.

MRS. VICTOR REITER. Beautiful bright green foliage, and flowers of pure crimson, with long slender sepals and tube of creamy white.

NONPAREIL. Very large, showy, semi-double flowers of rosy violet blue, with sepals of ivory white, are freely produced.

PASTEL. Beautiful soft coloring, with sepals of soft rose, petals pale purple. Supersedes Treasure Island.

MARIPOSA. Novelty, see next page.

SAN FRANCISCO. Strong growing plants with gracefully arching branches and giant single glistening flowers, sepals and long thick tube bright rose, corolla geranium red. Far superior to Aurora Superba and Orange Glory.

**Prices of All Fuchsias except where noted:
Beautifully grown plants, 4-inch pots, each 35c;
6-in specimens, 75c and \$1.00.**

Selected Varieties of Fuchsias of Upright Habit

AMY LYE. Bears a profusion of single coral-orange blossoms with waxy white sepals. Strong, compact plants, constantly in bloom.

ANDRE LE NOTRE. One of the largest doubles, with corolla of deep prune purple, very full, and broad crimson sepals.

BLACK PRINCE. One of the finer older fuchsias that blooms freely. Large single flowers with broad open petals of deep rosy pink, and bright rose sepals.

CALIFORNIA. Bright orange flowers of good size, with coral pink sepals. Tall, vigorous, free flowering, shapely shrub.

CARDINAL. Very strong, tall grower. Giant scarlet-red flowers in great profusion.

CATALINA. Beautiful large double flowers of snowy white, with long crimson sepals. A strong grower with fine foliage.

DR. JOHN GALLWEY. Immense double creamy white corolla, long tube and sepals of carmine red. One of the best.

FASCINATION. Large showy double flowers in rosy pink tones, the thick petals of soft rose pink, sepals of deeper pink. Hardy and vigorous.

GYPSY QUEEN. One of the finest and showiest of all fuchsias. Giant double flowers of rich rosy lavender, with sepals of bright red. A tall, vigorous plant, grand for specimens.

KORALLE. Bushy compact plant with lustrous light green foliage and flowers of deep coral, vivid and showy.

LORD BYRON. Low, compact plants, brilliantly colored flowers with wide flaring, deepest purple corolla and crimson sepals.

MADemoiselle. Lovely new variety with dainty small flowers in great quantities on shapely strong growing bush. White sepals, tipped green, and soft pink corolla.

MEPHISTO. A grand shrub variety for the garden and for pots or tubs. Vigorous, with handsome foliage, free flowering over a long period, the flowers brilliant carmine, very large and showy.

MME. CARNOT. Beautiful large full double flowers, with reflexed sepals of deep pink and soft pink corolla.

MR. GLADSTONE. Very showy double flowers of deep rich purple, scarlet sepals.

OTTO. Remains most popular, because of its abundance of large purple and crimson flowers, and its usefulness as a pot plant.

ORANGE GLORY. Showy and free flowering. Plant of semi-climbing habit, long drooping branches loaded with very long, single flowers of vivid orange, with delicate salmon-pink sepals.

PAMELA. Fine plant with good foliage and large single flowers, petals lavender edged with scarlet, long green-tipped white sepals.

PATTY EVANS. New and beautiful double, with snowy white corolla and very long white sepals tinted soft pink on the under side. Very tall and vigorous.

PRIDE OF EXETER. An old favorite, with large, semi-double flowers of light rose and cerise.

PRIDE OF ORION. Very long double flowers of unusual beauty. The corolla is ivory white, streaked with cerise, sepals are deep crimson.

The Best New Fuchsias for 1942

Among the ever increasing number of Fuchsia fanciers, interest runs high in each year's new creations. At California Flowerland we have a wonderful opportunity to observe and test these new varieties, and the novelties we offer are selected from a large number of introductions. We consider them outstanding, each one distinct, and different or superior to existing varieties.

BUTTERFLY. To be an improvement on, or even to equal Muriel, a fuchsia must indeed be great. We think that is just what this one is. Similar to Muriel, but of improved form, and finer, more even color. Large single corolla is Rose Bengal, sepals crimson, a rich and appealing coloring. Foliage is attractive light green. Its trailing habit and beautifully formed large spreading flowers make it an exciting basket variety.

CRESCENDO. Here is the nearest approach to an all red, large double fuchsia. The sepals are glowing Turkey red, the corolla the same rich velvety color at the base, deepening to red-purple at the edge. The plants are of bushy, upright habit, of medium height, making a brilliant display in the garden. See colored illustration at right.

GALLI CURCI. This is one of the most lovely of the new fuchsias. The single blossoms are very large and showy, with pleasing two-toned pink effect, the sepals being soft pink, petals rosy pink. Plants are of arching, graceful habit, and are lovely for baskets or in the ground.

LINDISSIMA. There are not many good double flowering fuchsias suitable for hanging baskets, and possibly this will be the best of all. The flowers quite resemble those of the upright Gypsy Queen, the full double blossoms have deep rose colored sepals surrounding soft rosy lavender petals. Plants of good trailing habit.

MARIPOSA. An elegant trailing fuchsia, in habit like the old Balkon, but with much larger flowers of intense warmth and brilliance. Blossoms have very long tubes, and gracefully recurving petals of satiny scarlet, fusing to rich geranium-like sepals. They are borne in splendid profusion on long drooping branches.

HOWARD'S BASKET. An extremely free flowering hanging fuchsia in an unusual and brilliant coloring. Somewhat resembles Falling Stars, but the smaller flowers are borne in great clusters. They are orange scarlet in color, with terra-cotta shading. A basket or wall pocket of this fine fuchsia is startlingly bright.

OAKLAND. Last year, Reiter's Giant was introduced as the largest double purple fuchsia. Here is a companion to that spectacular variety in double white. The corolla, of powder-puff form, is rosy white, veined with crimson, the broad upright sepals are crimson. Plants of strong, compact habit of growth, and free blooming.

PRODIGAL. Well named, for this is the most prodigious bloomer we know. Of bushy, upright habit, the plants become covered with myriads of single flowers with deep carmine petals, and lighter carmine sepals and tube, giving the effect of bunches of blossoms at the tip of each branch.

VICTORY. Here is probably the most notable of this year's introductions. Of the Pride of Exeter type, the semi-double flowers surpass anything in its color in size and refinement. The exceptionally long recurved petals are carmine, and the elegant corolla is solid rose madder, giving the effect of a solid crimson self, with an elegance of form and evenness of color lacking in Pride of Exeter.

Price of any of the above grand new Fuchsias: each 60c, any three for \$1.50.

SPECIAL COLLECTION All Nine of the wonderful 1942 Fuchsias described above . . . \$4.00

SELECTED VARIETIES OF FUCHSIAS—Continued

REITER'S GIANT. The biggest and most vigorous double purple sort yet introduced. Flowers are of immense size, often three inches across. The long double corolla is of dark cyclamen purple to petunia purple, and the broad thick sepals are carmine. A strong vigorous plant with thick stems and healthy crinkly foliage, blooming freely over a long season.

ROSECROFT. Known as the Holly Leaf Fuchsia, because of its thick, deep green foliage. Long flowers with striped pink corolla and crimson sepals.

ROSE OF DENMARK. One of the daintiest of all. Small flowers with soft rose petals and waxy delicate blush sepals, prettily reflexed.

ROYAL PURPLE. Richest coloring of all double varieties. Corolla is velvety purple, sepals are bright glowing scarlet. Compact plant of sturdy habit.

SUNSET. Open, bell-shaped single flowers of bright coral, with sepals of delicate salmon pink, tipped green. Medium growth.

SWANLEY YELLOW. Large clusters of long single flowers of rich yellow, sepals coral pink. Fine ornamental plant with beautiful foliage.

THE CHIEF. A giant double violet and carmine fuchsia of great beauty. Sepals are brilliant carmine, and the thickly petalled corolla is deep rich violet. Showy plant of fine form and habit.

Prices of All Fuchsias except where noted:
Beautifully grown plants, 4-inch pots, each 35c;
6-in specimens, 75c and \$1.00.

CALIFORNIA LIQUID PLANT FOOD IDEAL FOR FUCHSIAS

Feed your plants once a month with this easy-to-use economical fertilizer. It will keep them growing and blooming at their best.

½ Pint 40c; Pint 65c; Quart \$1.00; Gallon \$1.95.

Not prepaid



VICTORY — Tops for 1942



CRESCENDO — The nearest all-red double Fuchsia



PRODIGAL — Freest bloomer of them all

Paul J. Howard's California Flowerland Roses

CALIFORNIA GROWN FOR THE ROSE GARDENS OF THE WORLD

THE GARDEN OF 1000 ROSES

In this unique rose garden, at California Flowerland, more than 250 varieties of roses are being grown, including roses that were favorites in the 19th century, side by side with the newest varieties that are as yet unnamed, to be introduced in 1943 or 1944—Some of these will become the All-America Rose Selections for 1943.

Here at California Flowerland now is an official test garden for the Pacific coast, where the All America Rose trials are conducted, one of fourteen such trial gardens located in various sections of the U. S.

PAUL J. HOWARD'S ROSE BUSHES are noted for their extreme vigor and robust growth. The carefully selected bud-wood is grown on special root stocks which impart extra strength to the tops. We select two-year old bushes which have made the greatest development, so that they will become readily established in the rose garden, ready to bloom a few weeks after planting.

Heart's Desire

The 1942 All America Winner

A glorious new long-budded, deep red rose, that is to be another of Mr. Fred Howard's notable successes. Heart's Desire has been outstanding in our trial gardens, and we have many advance orders from visitors who have seen it in bloom. Luminous deep red buds, of lovely shape and size, broad petals of heavy texture. The full blown roses do not fade, but retain the rich color until petals drop. Full and double, on very long, strong stems, they are ideal cut flowers with delightful rich fragrance. Bushes are vigorous, with handsome deep green foliage; disease resistant.

EACH \$1.50

Another Grand New California Rose for 1942

SANTA ANITA. One of the finest pink roses we have grown, and a Fred Howard introduction. A worthy companion to the grand varieties, California and Heart's Desire. The color is rich true glowing rose-pink; flowers and buds beautifully shaped, on smooth strong stems. Fine bright green foliage. You will enjoy the lovely color and cutting qualities of this new rose. See color plate on next page.

EACH \$1.00

California Flowerland Selections

Collection of Four New Roses which we consider the finest for 1942.

CALIFORNIA. Rich gold and orange, enormous showy flowers. Wonderful bloomer all season, flowers freely produced even in winter. See color plate and description on next page. \$1.50

CHARLOTTE ARMSTRONG. One of the finest roses ever introduced. Brilliant red to cherry rose. See next page for description. \$1.50

HEART'S DESIRE. Most fragrant deep red rose. See above. \$1.50

SANTA ANITA. An especially desirable new pink rose. \$1.00

COLLECTION

One each of the Four
Leading Roses for 1942 **\$4.95**





CALIFORNIA — Amazingly free blooming, \$1.50



SANTA ANITA. Most beautifully formed of pink roses. \$1.00

California

(PATENTED)

OUR FAVORITE ROSE

1940 ALL AMERICA ROSE SELECTION. It has been outstanding in our gardens for two years. This sensational new rose, obtained from the noted hybridizer, Mr. Fred H. Howard, borders our driveway at California Flowerland. Seemingly never out of bloom, it makes an amazing display of glorious ruddy orange and gold buds, and huge, thick petalled showy blooms. You can always gather long-stemmed fragrant beauties from the strong growing bushes. \$1.50

CHARLOTTE ARMSTRONG. (Patented). This gorgeous new rose won the All-America Award over all others entered, and was the outstanding new rose for 1941. Long slender buds of blood red open into fine double flowers of brilliant red in cool weather, cherry rose in hot weather. The long stemmed blooms are ideal for cutting because they open slowly, are beautiful until the last petals drop. The plant is strong, upright in growth, with luxurious, disease resisting foliage, and is extremely free flowering. We consider Charlotte Armstrong one of the finest roses ever introduced. \$1.50

APRICOT QUEEN. (Patented). 1940 All-America Rose Selection. Orange and apricot at base of petals merging to salmony rose in the fully developed bloom, give a lovely new combination of colors. The beautiful long pointed buds and fragrant open flowers, with well placed petals of great substance, are exceptionally long lasting \$1.50

AUTUMN. Burnt orange and gold, streaked with red; shapely and fragrant. \$.50

BOUTONNIERE. The charming small pointed buds and double flowers are perfect for the buttonhole, or to use in bud vases. Soft salmon coral, freely produced on vigorous bushy plants. 1.25

BRAZIER. Vivid, glistening flame-scarlet blossoms. Buds are long and pointed, burnt orange. Lovely foliage. An outstanding, showy rose.75

BURGUNDY. Unusual and beautiful new color in roses, deep lustrous wine red, a tone that is especially beautiful with artificial light. Very vigorous grower and profuse bloomer, the long stemmed buds and flowers of lovely form. 1.00

CALEDONIA. One of the most popular white roses, very large and double, on long stems. Very long pointed buds.50

CATALONIA. Buds are deep orange carmine, opening to a 50-petalled flower of velvety orange scarlet, very vivid and striking. A gorgeous big rose, strong grower, ideal for bedding.75

CECIL. A lovely single rose, shining buttercup yellow, often 5 inches across. Blooms continuously; has heavy glossy foliage. Large, densely branched bush. .75

CHRISTOPHER STONE. Scarlet crimson, brilliant and glowing, with deep velvety sheen, on heavy stems. Foliage deep green, disease resistant. \$.75

CONDESA DE SASTAGO. A brilliant two toned rose, glowing orange scarlet inside and bright yellow on the reverse side, heavily textured and fragrant.65

COUNTESS VANDAL. (Patented). Exceptionally free flowering, in all weather conditions, one of the finest pink roses. Long, tapering buds of salmon pink and copper, and large fragrant flowers of rose, salmon, and gold. Long stemmed, keeps well when cut. 1.00

CROWN OF GOLD. A new yellow rose of special merit, for its strong healthy growth. In type and color it is like an improved Joanna Hill, with pointed buds and high centered, full double, large flowers of deep gold, shading lemon yellow at edges. Long strong stems with leathery foliage. 1.00

CHARLOTTE ARMSTRONG.
Price \$1.50



SPECIAL QUANTITY PRICES

Orders of 10 to 49 Roses, 10% Discount.
Orders of 50 or more Roses, 20% Discount
on orders of one kind or assorted varieties
except special collections.

PAUL J. HOWARD'S

Choice Bush Roses



CONTRAST—\$1.00, see page 37

- CONTRAST.** (Patented). Beautifully formed flowers of unique coloring. Vermilion-scarlet inside, underside bronzy gold. The color varies from vermilion to rich rose at different seasons, but it is always beautiful and fragrant. Bushes are upright, very strong and healthy, free flowering. \$1.00
- CRIMSON GLORY.** (Patented). One of the very best red roses, free flowering, vigorous. Large urn-shaped buds open to flowers of intense and vivid crimson, shaded with deep red. 1.00
- CUBA.** Long, slender, brilliant orange-scarlet buds, on tall slender plants. Flowers semi-double.50
- DAINTY BESS.** Single blush pink with crimson stamens. Unique, delicately beautiful, and lasting.65
- DAME EDITH HELEN.** Full, large fragrant deep pink, one of the most beautiful roses grown.50
- DICKSON'S RED.** (Patented). All-America Rose Selection for 1940. Glowing scarlet crimson flowers, perfectly formed, on long stems that are ideal for cutting. Richly fragrant and does not fade. Bushy plants, free flowering. 1.00

© ETERNAL YOUTH. \$1.25



- DUQUESA DE PENARANDA.** Orange coppery apricot, with deeper tones; huge pointed buds and double fragrant flowers that last well. Tall bush, blooms early; fine light green foliage. \$.75
- ECLIPSE.** (Patented). Long streamlined buds of pure golden yellow without shading. A lovely, graceful cutflower, very satisfactory. 1.00
- E. G. HILL.** One of the most popular red roses, fragrant, never fading, long stemmed. Free flowering.50
- ETOILE DE HOLLANDE.** The leading deep red rose.65
- FEU JOSEPH LOOYMANS.** Shapely pointed buds and open flowers of vivid apricot, very striking.50
- FRANCES ASHTON.** A charming newer single rose, with large flowers of rich carmine, with wine red stamens. You will admire its color and simplicity in flower arrangements.75
- FRAU KARL DRUSCHKI.** Hybrid Perpetual. The largest pure white rose. Vigorous free flowering.50
- GEN McARTHUR.** Rich carmine-scarlet. Very fragrant.50
- GLOWING SUNSET.** (Patented). An indescribable combination of orange yellow and rose pink. Long pointed buds open to full, double flowers with the inner petals pointed and twisted like a Cactus Dahlia. 1.00
- GOLDEN DAWN.** Oval buds of sunflower yellow, shaded cerise. Large lemon yellow flowers, delicately fragrant.50
- GOLDEN EMBLEM.** Rich golden yellow. Vigorous, well branched with fine foliage; free flowering.65
- GOLDEN RAPTURE.** Perfectly formed buds and flowers of pure deep golden yellow.75
- HADLEY.** One of the best reds, fragrant, fine buds.50
- HEART'S DESIRE.** See page 36.
- HECTOR DEANE.** (Patented). Pointed buds, double flowers, high centered and very fragrant, of carmine, salmon pink and orange, the orange diffusing as the flowers open. Vigorous, with dark glossy foliage. 1.25
- HEINRICH WENDLAND.** An outstanding rose of striking color and size. Buds long and pointed, very large full double high centered flowers of nasturtium red, the reverse side of petals golden yellow. Does not fade even in the hottest sun. Intensely fragrant. \$.50
- HINRICH GAEDE.** One of the most brilliantly colored roses. Long pointed buds of orange vermilion, opening to large double flowers of orange yellow, flushed with glowing red, on long wiry stems. Vigorous plants; foliage glossy and disease-resistant.75
- HOOSIER BEAUTY.** Deep velvety crimson of even color; long stemmed, fragrant.50
- IMPERIAL POTENTATE.** Large double blooms, high centered, of dark rose pink, slightly lighter on reverse side of petals, on long strong stems with few thorns. Intensely fragrant, lasting well when cut. Dark green leathery foliage; blooms constantly.65
- INNOCENCE.** A delicate single rose, pure white with conspicuous yellow stamens.75
- IRISH CHARM.** A charming rose with perfectly formed buds and double, high centered flowers of deep blush pink, shaded apricot. Vigorous and free flowering.65
- IRISH ELEGANCE.** Single, bronzy apricot, heavy yellow stamens.50
- IRISH FIREFLAME.** Single, rich deep flame-orange.75
- ISOBEL.** Large single flowers of carmine red and orange, fading to pink. Strong growth, profuse bloom.50
- J. OTTO THILOW.** One of the best rose pinks, beautifully formed.50
- KAISERIN AUGUSTA VICTORIA.** Pure white, shaded cream at center. Splendid form and foliage.50
- LOS ANGELES.** Flame pink toned with coral and gold. Still one of the finest.50
- LOUISE CATHERINE BRESLAU.** Flowers coppery-orange, shaped like a water-lily.50
- LUCIA ZULOAGA.** A gorgeous rose of outstanding beauty. Very large open flowers of intensely brilliant velvety orange-scarlet, with golden undertone; rich fruity fragrance. Foliage very large and heavy, glossy deep green.75

ETERNAL YOUTH. Perfectly formed buds and flowers of clear soft pink, distinct from any others. Spicily fragrant. One of the most charming for cutting, especially in the half-open stage. \$1.25

- LUCIE MARIE.** Pointed buds, large double high centered flowers of buttercup yellow, veined apricot orange, and shaded salmon, very fragrant. Dark leathery glossy foliage. Vigorous, compact bushy plant. \$.50
- LULU.** Exquisite buds of coppery rose. Blooms freely.65
- MAJOR SHELLEY.** (Patented). A grand new California rose of deep scarlet, beautifully formed, on long stems, of upright, vigorous growth. See illustration, page 41. 1.00
- MARGARET McGREDDY.** Large fragrant double flowers of orange scarlet. Fine bush and foliage; ideal for bedding.50
- MARY HART.** (Patented). Red Talisman, very fine, glowing red and orange.85
- McGREDDY'S IVORY.** Large, high-centered ivory white.65
- McGREDDY'S SALMON.** (Patented). Delightfully fragrant flowers of salmon pink, freely produced on bushy plants. Heavy dark green foliage. Distinct and fine. 1.50
- McGREDDY'S SUNSET.** (Patented). The outside of the petals is buttercup yellow, tipped orange, while the inside is chrome yellow, flushed with scarlet as the flower opens. Flowers full and shapely, with pleasing fragrance, on strong stems. 1.25
- McGREDDY'S TRIUMPH.** (Patented). Brilliant geranium red, flushed orange and rose to orange at base of petals. Large, full, beautifully shaped flowers, long stems, handsome foliage. 1.00

Rosa Mutabilis

For an Everblooming Shrub or Hedge

This charming rose was discovered by Mr. Howard in an old European garden, and is now admired by everyone who has seen it surrounding the Garden of a Thousand Roses at California Flowerland. Entirely distinct in type and habit, it is somewhat like a lovely wild rose, but more vigorous, erect, with many branches covered with shiny evergreen foliage.

The single flowers, three inches across, are borne in graceful sprays. The buds of flame-orange open to soft yellow, then change through pink to rose red. The effect of a planting of Rosa mutabilis is most interesting, each bush having masses of blooms of many colors, practically the year 'round.

For a hedge surrounding a rose garden, as used at California Flowerland, or along a boundary, perhaps using a rustic fence or stone wall as a background, no more attractive plant could be found. **Each \$1.00, 10 for \$9.00.**



ROSA MUTABILIS

BUSH ROSES—Continued

- McGREDY'S YELLOW.** Flowers soft buttercup yellow, cup shaped; foliage glossy bronze. \$.65
- MME. JOSEPH PERRAUD.** Pointed nasturtium orange buds, charming flowers of nasturtium buff, shading to shell pink at the petal edges; fragrant.65
- MME. JULES BOUCHE.** Double white, lasting and fragrant.50
- MME. HENRI GUILLOT.** (Patented). Large, camellia-shaped open flowers of velvety texture and spicy fragrance, in which glowing reddish orange, rose and pink, are artistically blended. Very healthy, vigorous grower, glossy leaves. . . . 1.00
- MRS. DUDLEY FULTON.** (Patented). The everblooming shrub rose, with handsome, glossy evergreen foliage. The low plants are covered from spring until late fall with single, silvery white flowers, yellow centered, which do not discolor. A fine border variety for the rose garden, and excellent among shrubbery. . . .85
- MRS. E. P. THOM.** The best yellow bedding rose we have. Flowers deep yellow, nearly everblooming.50
- MRS. PIERRE S. DUPONT.** Reddish gold, long pointed buds opening to semi-double flowers of deep yellow, very fragrant.65
- MRS. LOVELL SWISHER.** Delightful flesh pink flowers, shaded salmon. Coppery salmon buds.50
- MRS. R. M. FINCH.** See Polyantha Roses.
- MRS. SAM McGREDY.** Dazzling coppery orange, flushed with scarlet. Magnificent in size and color, free flowering.65
- NIGHT.** Velvety blackish crimson, one of the darkest of all reds, deliciously fragrant.75
- PADRE.** Distinct coppery scarlet blossoms. Strong, upright grower.50
- PEARL S. BUCK.** A grand new rose with long pointed buds of deep orange, very double and many petalled flowers of light orange on long stems. Bushy, vigorous, free flowering plant, dark leathery foliage. 1.50
- PICTURE.** One of the very finest pink roses, nearly everblooming. Buds are long, perfectly formed, opening to lovely flowers of salmon pink, with undertone of orange. Fragrant and lasting; vigorous plants.75
- PINK DAWN.** Perfectly formed buds of deep rose, opening to charming pink blooms tinted with orange at base of petals. Fragrant, and excellent for cutting.65
- POINSETTIA.** (Patented). One of the most brilliant red roses ever produced, close to a Poinsettia scarlet which does not fade. Buds are long and pointed, flowers are large and open, fine for cutting. Extra fine, tall, slender bush. 1.00

- PRESIDENT HERBERT HOOVER.** Flowers are a gorgeous combination of flame-scarlet, cerise pink, and orange yellow, huge and fragrant, every one on a long stem. One of the strongest growers, most reliable and free flowering. . . \$.50
- RADIANCE.** Bright carmine pink flowers.50
- RAMON BACH.** (Patented). An unusually large, full petalled rose, with fruity fragrance, produced on strong straight stems. The opening bloom shows a soft apricot buff on the outside, with a shading of salmon pink inside, giving the effect of soft amber yellow. 1.00
- RED RADIANCE.** Cerise-red counterpart of Radiance.50

Special Quantity Prices
Orders of 10 to 49 Roses, 10% Discount. Orders of 50 or more Roses, 20% Discount on orders of one kind or assorted varieties except special collections.



SIGNORA ©
\$1.00



RIVIERA ©
Spectacular new Rose.
\$1.25



CROWN OF JEWELS — The Most Lasting of All. \$1.00

PAUL J. HOWARD'S

Floribunda Roses

These lovely, free-flowering new Roses have attained deserved popularity wherever they have been planted, for their ruggedness, resistance to sun and disease, fine healthy foliage, and the masses of exquisite bloom, produced from spring until late fall. Floribunda roses are ideal for planting in borders, and in groups in the shrubby border and among perennials, and will grow successfully wherever roses can be grown.

The flowers, produced in huge graceful clusters, are wonderful for flower arrangements in bowls and vases, and will keep from eight to ten days in water.

CROWN OF JEWELS. One of our favorites, and one of the finest bedding roses grown. Plants are vigorous and bushy, with leathery foliage, and clusters of very double, cup-shaped blooms of lovely coral rose. Nearly ever-blooming, especially fine in Autumn, and marvellous for cutting, lasting longer than any rose we know. Plant in masses, or in groups in the border or rose garden. **Each \$1.00, 10 for \$9.00**

BETTY PRIOR. Clusters of single red roses that resemble the red flowered dogwood are produced all summer. Outstanding, because of its gorgeous coloring, delicious fragrance and glossy healthy foliage. Plant in masses. **.75**

DONALD PRIOR. Enormous single, eight-petaled roses of cherry red, growing in clusters above the glossy deep green foliage. Blooms constantly. **.75**

ROSE ELFE. Clusters of very double blooms, La France pink, on long strong stems. Vigorous bushy plants, with large leathery glossy foliage; nearly everblooming. A wonderful variety for cutting—we like it better than Mlle. Cecile Brunner. **1.00**

SMILES. Masses of dainty, soft salmon-pink flowers, cup-shaped and about three inches across, are produced in loose clusters that last a long time. Plants are vigorous, spreading, with fine deep green foliage, and bloom from spring until late fall. **.85**

WORLD'S FAIR. (Patented). Masses of blackish crimson flowers, with golden stamens. . . **1.00**

Special Quantity Prices On Roses
Orders of 10 to 49 Roses, 10% Discount. Orders of 50 or more Roses, 20% Discount on orders of one kind or assorted varieties except special collections.

BUSH ROSES—Continued

REV. F. PAGE ROBERTS. Buds long and pointed; flowers large, very double, yellow with red shadings; intensely fragrant. Vigorous, free bloomer, one of the most satisfactory. **\$.50**

REX ANDERSON. (Patented). Proving to be one of the better white roses. Large creamy ivory buds, perfectly formed, opening to pure white flowers which last a long time. **1.25**

RIVIERA. Globular buds of yellow opening to large double flowers of orange scarlet, reverse lighter, on strong stems. Very bushy and vigorous, with dark glossy wrinkled foliage, blooms freely. A vase full of these huge double blooms is sensational, rivalling zinnias in brilliance of color. **1.25**

ROME GLORY. (Patented). A robust, vigorous plant, producing many long stemmed crimson red buds, opening into full, well-formed cerise red blooms of rich fragrance. **1.25**

ROSE MARIE. Clear rose pink. Fine buds and flowers. **.50**

SATAN. (Patented). A showy beautiful high-centered rose of dark glowing velvety crimson, richly fragrant. Flowers last a long time and are produced on strong, vigorous plants. This promises to be a leader in the darker red roses. **1.25**

SANTA ANITA. See page 37. **1.00**

SATURNIA. (Patented). Flowers brilliant cardinal red, reverse side of petals salmon, yellow and copper. **1.00**

SIGNORA. (Patented). Bright orange rose, heavy reflexed petals. Its rich coloring, long stems, vigorous tall habit of growth and glossy foliage, make it one of the choicest for cutting. **1.00**

TALISMAN. Rose and gold, fragrant. . . . **.50**

TEXAS CENTENNIAL. (Patented). The Red Hoover. Brick red, turning to cerise red rose with age. Free flowering and of strong growth, like the Hoover. **.75**

THE CHIEF. Very large, long buds of rose flame, opening to lovely fragrant blooms of coral and copper, on long, strong stems. Heavy tough foliage; healthy bush of fine growing habit. . . **\$1.00**

THE DOCTOR. A California introduction, and an outstanding new pink rose. Buds are long and pointed, opening to enormous flowers of silvery pink, like a huge peony, uniform in color, both in the bud and flower. Tall, fragrant. **1.00**

TOPAZ. (Patented). Like Cecile Brunner and Mrs. Finch, this rose has small blossoms that are charming in bud vases, boutonnières and corsages. Perfect little buds and fully double flowers, borne singly on smooth stems for cutting. Clear deep yellow. Flowers freely. **.85**

TREASURE ISLAND. Buds long and pointed, flowers large, high-centered, fragrant, flaming coppery pink; inside of petals light salmon, orange at the base. Strong stems, large leathery bronze foliage. **.75**

VESUVIUS. Striking tapering buds open to poppy-like flowers of glowing fiery crimson which does not fade. Bushy strong plant, free flowering. **.75**

VICTORIA HARRINGTON. A well-liked scarlet. **.65**

VILLE DE PARIS. One of the best yellow roses. **.65**

WILL ROGERS. The deepest red rose with velvety blackish shadings, strongly fragrant; of robust growth, free flowering. **1.00**

YOSEMITE. (Patented). A bushy plant that blooms continuously. Orange scarlet buds, similar in charm to Lulu, open to medium large semi-double flowers of orange scarlet. **1.00**

ZULU QUEEN. (Patented). One of the most exciting of the new dark red roses. Large full, dusky maroon flowers, high centered; buds pointed and long, richest velvety black-crimson. . . **1.50**

© ROSE ELFE—\$1.00



Polyantha or Baby Roses

These charming little roses are as free blooming as geraniums, invaluable for their masses of bright flowers, produced in enormous clusters. The plants are dwarf and bushy, wonderful for bedding, borders in the rose garden, and for shrubbery borders. The sprays of bloom make grand cut-flowers.

For best color effects, plant in groups or masses of one kind.

- CHATILLON.** Dainty, semi-double roses of bright pink, with orange highlights, borne in enormous clusters. Vigorous, shapely plant, free flowering. \$.50
- IMPROVED LAFAYETTE.** Lovely, glowing red flowers in clusters, semi-double, open, fragrant. Vigorous bushy plant with soft green foliage.75
- Mlle. CECILE BRUNNER.** The "Sweetheart" rose. Miniature salmon pink flowers, fragrant.65
- MRS. R. M. FINCH.** This delightful little rose is a favorite for corsages and small vases and bowls. In form the flowers are like Cecile Brunner, but a richer pure rose pink.65
- PAUL GRAMPEL.** Deep orange-scarlet flowers in big clusters. Large and showy. Does not burn.50



MAJOR SHELLEY — deep scarlet \$1.00. See page 38

PAUL J. HOWARD'S

Established Roses

For planting throughout the year, and when dormant roses are not available, these superior bushes, too large to put in the commonly used gallon cans, we have planted in large containers with especially prepared soil, to bring to your garden the best roses obtainable.

These larger bushes may be selected in full bloom. From them you may gather flowers for your table immediately.

PRICES OF ESTABLISHED ROSES

Dormant Price	Established Price
50c and 65c	85c
75c	\$1.00
\$1.00	\$1.25
\$1.25 and \$1.50	\$1.50

Special Quantity Prices On Roses

Orders of 10 to 49 Roses, 10% Discount.
Orders of 50 or more Roses, 20% Discount
on orders of one kind or assorted varieties
except special collections.

Economy Grade Roses

Popular varieties, established and in bloom, in one-gallon containers. For description, see preceding list. These are the best values to be had at such low prices. For planting in masses, or in beds, we recommend our Economy Grade Roses.

Price: Each, 50c; 10 for \$4.50,
except where noted.

- | | |
|------------------------|-------------------------------|
| Autumn | Jonkheer Mr. G. Sandberg, 75c |
| Cecile Brunner | McGredy's Ivory |
| Christopher Stone, 75c | McGredy's Yellow |
| Condesa de Sastago | Lulu |
| Dainty Bess | Mme. Joseph Perraud |
| Dame Edith Helen | Mrs. Pierre S. Dupont |
| Duquesa de Penaranda | Mrs. E. P. Thom |
| Mrs. E. G. Hill | Night |
| Etoile de Hollande | Picture, 75c |
| Golden Emblem | Poinsettia, 75c |
| Golden Rapture, 75c | President Herbert Hoover |
| Hinrich Gaede | Rose Marie |
| Hoosier Beauty | Talisman |
| Imperial Potentate | The Doctor, 75c |

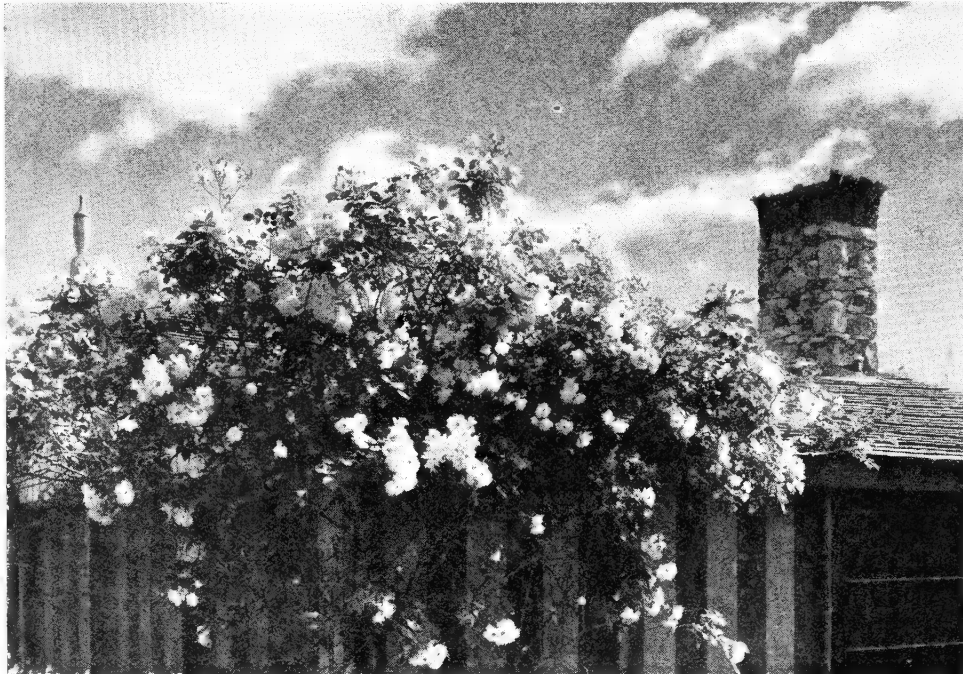
APRICOT QUEEN — \$1.50. See page 37



Books on Roses

- How to Grow Roses, by J. Horace McFarland and Robert Pyle \$1.00
- Modern Roses, Vol. II, J. Horace McFarland 5.00
- Roses of the World, in color, J. Horace McFarland 3.75
- The Rose Manual, by Dr. J. H. Nicholas 2.50
- A Rose Odyssey, by Dr. J. H. Nicholas 2.50
- Roses, by F. F. Rockwell 1.25
- Old Roses, by Keays 3.00

Climbing Roses



PENELOPE — 75c

The Everblooming Climbing Roses bring colorful year 'round beauty to the gardens of California, used on fences, arbors, pergolas, and trellises.

Some of the newer roses have "sported" as climbers, greatly increasing the range of color and usefulness of Climbing Roses. The flowers are identical in form and color to the bush type of the same names, but in the climbing form, even larger blooms and longer stems are produced, making finer displays, both in the garden and for cutting, than may be had from the bush roses.

PENELOPE. Pillar rose, distinct and lovely, splendid for growing over a wall or fence, very clean, robust plants with heavy dark foliage and clusters of creamy buff flowers, with shell pink tinge, which are most artistic for massing in bowls. Blooms almost constantly, and is especially fine in Autumn. **75c.**

BELLA BLANCA. White Belle of Portugal. Blooms of the same graceful form and delicate beauty as the pink Belle of Portugal, but creamy white in color. **\$1.00**

- BELLE OF PORTUGAL.** Beautiful long buds of salmon flesh. Rampant grower and one of California's most popular climbers. \$.65
- BLACK BOY.** An Australian climbing rose, very fine. Blooms are large, double, very fragrant, deep velvety crimson, shaded blackish maroon and scarlet.65
- CHEROKEE.** Large single. **Pink, red, or white.**75
- CL. CALEDONIA.** Pure white.75
- CL. CARRIE JACOBS BOND.** Beautiful large fragrant deep coral rose flowers. Long buds and stems. 1.00
- CL. CECILE BRUNNER.** Perfect little pink flowers.75
- CL. CONDESA DE SASTAGO.** Because of its brilliance of coloring, beautiful glossy foliage and good growth, this should become one of our leading climbers. Bright copper rose, reverse of petals gold. 1.00
- CL. COUNTESS VANDAL.** (Pat. No. 38). Beautiful coppery salmon, shapely buds and flowers. 1.00
- CL. DAILY MAIL, Scented.** Double flowers of rich crimson maroon, intensely fragrant.85
- CL. DAINY BESS.** Fascinating single soft pink.75
- CL. DAME EDITH HELEN.** Huge deep pink. Fine climber.50
- CL. DAVID O. DODD.** Large flowers of rich crimson, very double and fragrant. A fine grower with glossy foliage, blooms profusely. 1.00
- CL. DUQUESA DE PENARANDA.** Orange coppery apricot, with deeper tones; huge pointed buds and double fragrant flowers that last well. Tall bush, blooms early; fine light green foliage. 1.00
- CL. ETOILE DE FEU.** Large full flowers of salmon-pink and coral red. Bushy, branching vigorous plants with bronze foliage. . . . 1.00
- CL. ETOILE DE HOLLANDE.** Every bit as good as the bush. Rich red.75
- CL. GOLDEN EMBLEM.** One of the best. Deep yellow.75
- CL. HADLEY.** Fragrant deep crimson.50
- CL. HINRICH GAEDE.** (Patented). The lovely orange yellow blooms and buds of nasturtium red, of the bush rose, Hinrich Gaede, produced on a strong climbing plant of exceptional vigor and beauty. Heavy glossy bronze foliage, disease resistant. 1.00
- CL. HOOSIER BEAUTY.** Excellent deep red climber.75
- CL. KAISERIN AUGUSTA VICTORIA.** Pearly white.50
- CL. LOS ANGELES.** Flame pink, shaded with coral and gold. One of the finest pink roses ever developed, and grand as a climber, producing masses of lovely roses for cutting.50
- CL. LOUISE CATHERINE BRESLAU.** Coppery orange, one of the showiest of all.75
- CL. LORD CHARLEMONT.** Long pointed buds open to large, double, high-centered blooms of clear crimson, fragrant. Dark leathery foliage.75
- CL. MARY HART.** (Patented). Beautiful red sport of Talisman, which is one of our best climbers.85
- CL. MCGREDDY'S IVORY.** A new climbing sport of one of the best white roses. 1.00
- CL. MCGREDDY'S YELLOW.** New. Buttercup yellow.75
- CL. MRS. LOVELL SWISHER.** Long coppery salmon-flesh buds.65
- CL. MRS. E. P. THOM.** Golden yellow, perfectly formed.50
- CL. MRS. SAM MCGREDDY.** (Patented). Copper orange. A new sport of one of the leading, free-flowering bush roses. 1.00

- CL. NIGHT.** Very dark red. \$1.25
- CL. PRESIDENT HERBERT HOOVER.** Rose, gold and red.50
- CL. RADIANCE.** Carmine rose.50
- CL. RED RADIANCE.** Rich carmine red.50
- CL. ROSE MARIE.** Rose pink. Fine the year round.50
- CL. TEXAS CENTENNIAL.** The climbing form of the gorgeous bush rose, Texas Centennial, that is bound to become one of our most popular climbing roses. A strong, vigorous grower, covered with bloom in spring. The big buds of brick red open to huge flowers of rosy red and deep pink, more beautiful and longer stemmed than those of the bush form. 1.50



MRS. PAUL J. HOWARD — \$1.50

CLIMBING ROSES—Continued

- CL. TALISMAN.** One of the best of all. Pink and gold. \$.65
- CL. VILLE DE PARIS.** One of the best yellow roses, a splendid climber.75
- CL. WILL ROGERS.** Deep velvety crimson, very fragrant. 1.50
- CL. WORLD'S FAIR.** Clusters of huge blooms of deep crimson nearly hide the foliage. Blooms almost continuously, a grand climber. 1.00
- CL. YELLOW CECILE BRUNNER.** Charming yellow version of the lovely little Cecile Brunner, in climbing form.75
- DAYDREAM.** A lovely vigorous climbing or pillar rose from Australia, with clusters of semi-double flowers of waterlily form, soft silvery pink.75
- EDNAH THOMAS.** Resembles Rose Marie in form and color, slightly lighter tone of lively pink. One of the best pink climbers.75
- INDIAN SUMMER.** (Patented). Glowing tints of old gold, old rose, and pink, reminding one of the bush variety Autumn. Vigorous, free blooming, glossy foliage. Deliciously fragrant. 1.50
- KITTY KININMONTH.** Huge glowing carmine rose. .65
- MERMAID.** Large, fascinating single sulfur yellow, with amber stamens, and handsome glossy foliage. Unexcelled for trellis, arbor, fence or as a ground cover for banks and slopes.75
- PAUL'S SCARLET CLIMBER.** Masses of brilliant red flowers.50
- REVEIL DIJONNAIS.** One of the showiest climbers ever introduced. In spring it produces great masses of very large cup-shaped flowers, semi-double, cerise rose in color, with large golden yellow centers. Of vigorous growth, with glossy bronze foliage.75
- ROSA GIGANTEA.** A sensational grower covering a large space in a very short time; it will cover 30 or 40 feet of fence with large, arching canes. Bears masses of large single yellow flowers, in good sized sprays; is one of the most fragrant of all roses, scenting the air for quite a distance around. A beautiful sight, and rare. 1.00
Established plants, \$1.75 to \$3.00.



CLIMBING LOS ANGELES — 50c

Tree Roses

California Flowerland Tree Roses are budded on long straight stems at a height of 40 inches from the ground, forming a bushy head.

We select only those varieties most suited to this form of rose, with good foliage, well branched, and of free flowering habit.

Tree Roses are most effective used as accents or for background planting in the Rose Garden, and for bordering walks and driveways, where height is desired.

For more complete descriptions of the following Tree Roses, see Bush Roses, on the preceding pages. Price, \$2.25 each; 4 for \$8.00 except as noted.

- CALEDONIA.** Large double white roses, long stemmed; fine long buds.
- CALIFORNIA.** Giant ruddy orange gold, long stemmed. \$2.50
- CHARLOTTE ARMSTRONG.** The lovely 1941 All-America rose in tree form; long buds of blood red, brilliant red blooms, luxurious foliage. \$2.50
- CHRISTOPHER STONE.** Glowing scarlet crimson, heavy strong stems.
- CONDESA DE SASTAGO.** Scarlet and gold.
- COUNTESS VANDAL.** Salmon pink, copper and gold; vigorous, free flowering. \$2.50
- DAINTY BESS.** Single flesh pink, crimson stamens.
- E. G. HILL.** Popular fragrant red, never fades.
- ETOILE DE HOLLANDE.** One of the best reds, rich deep crimson.
- DUQUESA DE PENARANDA.** Orange apricot, shaded deep copper.
- GOLDEN EMBLEM.** Bright yellow.
- HADLEY.** Favorite velvety red. A fine Tree Rose.
- HEART'S DESIRE.** The glorious new All America winner, and the finest red rose yet introduced. Luminous deep red buds, full and double blooms that do not fade, on long strong stems. Delightfully fragrant; vigorous, disease resistant. \$2.50
- HINRICH GAEDE.** Brilliant vermilion orange.
- IMPERIAL POTENTATE.** Giant deep rose pink, fragrant.
- J. OTTO THILOW.** Clear rose pink.
- LOS ANGELES.** The finest and most popular pink Tree Rose.
- LULU.** Coppery salmon rose; semi-double flowers.
- MARY HART.** Red Talisman. \$2.50
- MCGREDDY'S IVORY.** Creamy white.
- MME. JOSEPH PERRAUD.** Nasturtium orange and buff.
- MRS. E. P. THOM.** Fine, pure yellow.
- MRS. PIERRE S. DUPONT.** Reddish gold and yellow.
- PICTURE.** Exceptionally fine salmon pink, fragrant and lasting; nearly ever-blooming.
- POINSETTIA.** Long pointed buds, large open flowers of brilliant red, extra fine. \$2.50
- PRESIDENT HERBERT HOOVER.** Rose, copper and gold; strong grower.
- RADIANCE.** Carmine pink.
- RED RADIANCE.** Cerise red.
- ROSE MARIE.** Rose pink, nearly everblooming. Fine the year round.
- TALISMAN.** Rose and gold.
- TEXAS CENTENNIAL.** Huge buds of brick red, changing to cerise red. Strong, free flowering, lovely.
- THE DOCTOR.** Huge silvery pink flowers, like peonies; fragrant. \$2.50
- VESUVIUS.** Scarlet, poppy-like blooms; showy and free flowering.
- WORLD'S FAIR.** Clusters of deep crimson flowers, with golden yellow centers. Blooms continuously. \$2.50

MRS. PAUL J. HOWARD. (Patented). We consider this one of the finest climbing roses in cultivation. The beautiful buds are deep, velvety red, opening to large full double flowers of lovely form, unfading rich crimson, with a delicious fragrance. With its fine foliage and long stems, this is an ideal rose for cutting. If the main shoots are heavily pruned back, this rose makes a wonderful bushy plant, completely covered with bloom. \$1.50

Large Specimens of CLIMBING ROSES

Superb large plants, in bloom from Spring throughout the season. These large, well developed climbers will give immediate effect in covering fences, pergolas, pillars, etc.—there is no long period of waiting for the plants to come into bloom as is necessary when setting out smaller plants.

Branched, staked climbing roses in 5-gallon containers are priced as follows:

Dormant Price	Specimen Price
50c and 65c	\$1.50
75c and \$1.00	1.75
\$1.25 or more	2.00

Quantity discounts, 10 to 49 roses 10%
50 or more 20%

CALIFORNIA FLOWERLAND

Vines and Trailing Plants

Vines furnish the necessary finish to the garden picture, serving to soften sharp angles and lines of buildings, and making a tracery of green and color upon blank spaces. They become identified with the architecture itself, making it a more beautiful and intimate feature of the landscape.

In Southern California, as perhaps in no other locality, vines find the most diverse uses. Here can be grown vines from both temperate and tropical climates, vines with handsome foliage, and those with masses of brilliant, often fragrant blossoms. Many provide needed shade in the shortest possible time, and here the architecture seems designed for all types of climbing plants.

We particularly call attention to our wonderful selection of vines in 5-gallon containers. Because they are so quickly effective in the garden, these large size trained vines represent most desirable values.

Visit California Flowerland and make your selection from our great variety of Flowering Vines.

AMPELOPSIS

Hardy, ornamental vines that will adhere to stone, brick, cement or wood.

AMPELOPSIS QUINQUEFOLIA. Virginia Creeper. Luxuriant large leaves, five-lobed, which turn intense scarlet in fall. Rapid climber, very hardy. 5-gallon container, \$1.50.

AMPELOPSIS SEMPERVIRENS. Evergreen Ampelopsis. (*Cissus striata*) Handsome vine with small palmate leaves of dark green. 1-gallon container, 75c; 5-gal. \$1.75.

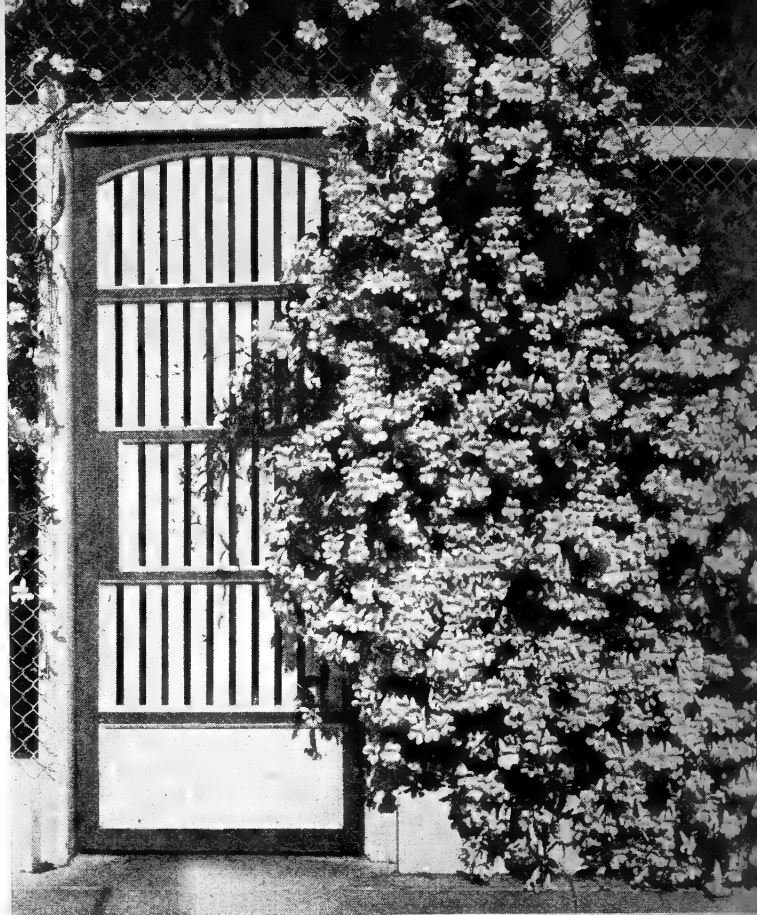
AMPELOPSIS VEITCHI. Boston Ivy. Beautiful hardy vine clinging closely to walls; glossy leaves which color brilliantly in fall. 1-gallon container, 60c; 5-gal. \$1.75.

ANTIGONON

Rosa de Montana

ANTIGONON LEPTOPUS. Beautiful climber for warm locations, covering a trellis in one season. Rather large leaves, and panicles of exquisite rose-pink blossoms in spring and summer. 1-gallon containers, 75c.

Spectacular Hybrid Clematis—Henryi.



BIGNONIA VIOLACEA. This lavender-flowered trumpet vine is one of the neatest, most lovely vines for fence or trellis.

BIGNONIA

The Bignonias are strong, rapid growing evergreen climbers which will cover considerable space, and bear brilliant showy flowers in clusters.

BIGNONIA CHAMBERLAYNI. Similar to *B. Tweediana*, with handsome glossy foliage and large trumpets of bright yellow. 1-gallon container, 75c; 5-gal. \$1.75.

BIGNONIA CHERERE. A desirable variety of rapid growth, with dark green leaves and trumpet-shaped flowers, about 4 inches long, blood red, with yellow at the base. 1-gallon container, 75c; 5-gal. \$1.75.

BIGNONIA TWEEDIANA. A splendid vine for covering high walls and buildings, clings to wood or stone. Clusters of canary yellow trumpet-shaped flowers, 2 inches long. 1-gallon container, 60c; 5-gal. \$1.75.

BIGNONIA VENUSTA. Flame Vine. One of the showiest vines for Southern California, with light green foliage and brilliant masses of orange yellow flowers, about 3 inches long. Blooms during the winter and early spring. 1-gallon container, 75c; 5-gal. \$1.75.

BIGNONIA VIOLACEA. Very lovely flaring large blossoms of a pleasing shade of light lavender blue, freely produced in clusters, and handsome bright glossy-green foliage. Succeeds in quite shady places, where it is often difficult to grow most flowering vines. 1-gallon container, 60c; 5-gal. \$1.75.

HERALD'S TRUMPET

BEAUMONTIA GRANDIFLORA. A bold, beautiful vine of tropical appearance, with handsome large leaves, and covered with clusters of pure white flowers like Easter Lilies. Grows in almost any location, if reasonably free from frost. 1-gallon container, 75c; 5-gal. \$2.00.

BOUGAINVILLEA

Of all the flowering vines, none makes such a lavish display of color, or creates a more vivid impression than this group of strong climbers.

In planting Bougainvilleas, remove them carefully from the containers, being careful not to break the soil from the roots, as this will cause them to die. Paul J. Howard's plants are grown more slowly, therefore are hardier and will become more quickly established.

BOUGAINVILLEA BRAZILIENSIS. A gorgeous variety, flowering almost the entire year, especially heavily in winter and spring. Flowers are large, showy rosy-purple, a pleasing tone not to be compared with the old dull magenta variety which has smaller flowers. 1-gallon container, 60c; 5-gal. \$1.75.

BOUGAINVILLEA CRIMSON LAKE. The most popular of all Bougainvilleas, because of the richness and brilliance of its coloring, a deep crimson-lake. Covered with flowers throughout the year. 1-gallon container, 75c; 5-gal. \$1.75 to \$2.50.

BOUGAINVILLEA LATERITIA. Brick Red Bougainvillea. Best adapted to coastal and warmer foothill regions, where it makes a beautiful display, especially in winter, spring and summer. 1-gallon container, \$1.00; 5-gal. \$3.00.

BOUGAINVILLEA MRS. PRAETORIUS. Bronze Bougainvillea. A beautiful new color that blends well with other flowers, rich golden bronze with overtones of pink that glisten in the sun. Its habit of growth is like that of Crimson Lake. 1-gallon container, 85c; 5-gal. \$2.00.

BOUGAINVILLEA ROSEA. A rare and distinct color, a lovely rosy carmine. Flowers very large, produced in profusion in early spring and summer. 1-gallon container, \$1.00; 5-gal. \$3.00.

BOUGAINVILLEA CALIFORNIA GLORY. Beautiful new hybrid, with great trusses of large glowing crimson bracts, a color between Crimson Lake and Rosea. Very fine, showy, winter bloomer with handsome deep green foliage. 1-gallon container, \$1.00; 5-gal. \$3.00.

Thunbergia

SKY FLOWER

THUNBERGIA GRANDIFLORA. Sky Flower. India. A splendid showy climber for Southern California, growing rapidly and blossoming very freely with a succession of beautiful soft lavender blue flowers throughout the year. The individual blossoms are fully three inches across, and hang in conspicuous clusters. The twining stems are clothed with beautiful large, soft green, pointed leaves. Everyone likes this vine at first sight, and should have at least one. If frozen down it comes right up and is soon blooming freely again. **1-gallon containers, 75c; 5-gallon containers, \$2.00.**

See also Thunbergia Gibsoni, page 46

KENNEDIA

KENNEDIA COMPTONIANA (Hardenbergia) A splendid little vine for fences or any support, gracefully twining, never becoming coarse or woody. Has attractive evergreen foliage and late winter and early spring bears quantities of long racemes of pea-shaped flowers of rich violet-blue. **1-gallon container, 75c; 5-gal. \$1.75.**

SILVER LACE VINE

POLYGONUM AUBERTI. Silver Lace Vine or China Fleece Vine. A quick-growing twiner from Tibet, producing clouds of tiny white flowers in lacy masses from late spring until mid-winter, when it drops most of its foliage, although practically evergreen in warm winters. **1-gallon container, 75c; 5-gal. \$1.75.**

THUNBERGIA
SKY FLOWER

CLEMATIS

CLEMATIS HYBRIDS. These spectacular flowering vines are not nearly widely enough known in California, where plants will flower the same year they are planted. Their lovely large blooms have a delicate beauty found in few other flowers, and when cut and placed in bowls or dishes, charming table arrangements result which keep their beauty for many days. Vines should be cut back close to the ground each year, to produce flowering wood for the next season.

We have a wonderful collection of the finest varieties.

Jackmani. Royal purple.

Elsa Spaeth. Bright blue.

Henryi. Very large white.

The President. Red purple.

William Kennett. Deep lavender.

Price: 4-inch pots, staked, each \$1.00. Collection of three for \$2.50.

HIBBERTIA

HIBBERTIA VOLUBILIS. Australia. A beautiful vine for covering fences and trellis, one of the finest. Of vigorous growth, having large glossy dark evergreen leaves, and an abundance of lovely, pure golden yellow flowers, like graceful single roses. Blooms throughout the year, and is quite hardy. **1-gallon container, 85c; 5-gal. \$2.00.**

CHILEAN JASMINE

MANDEVILLEA SUAVEOLENS. Clusters of pure white waxy blossoms, very large and intensely fragrant. Hardy, with deciduous foliage. **1-gallon container, 60c; 5-gal. \$1.75.**

HONEYSUCKLE

LONICERA JAPONICA HALLIANA. Hall's Japanese Honeysuckle. A rampant hardy grower for covering fences and used as a ground cover or soil binder in sun or shade. Clusters of fragrant white flowers, changing to creamy yellow. **1-gallon container, 50c; 5-gal. \$1.50.**

LONICERA HILDEBRANDIANA. One of the handsomest vines that can be grown in California. Its habit of growth and handsome large glossy evergreen foliage make it ideal for covering walls or large areas. The flowers and flower clusters are nearly ten times as large as those of the common Honeysuckle, and intensely fragrant. **1-gallon container, 85c; 5-gal. \$2.50.**

DISTICTIS

DISTICTIS CINEREA. This strong growing evergreen from South America is one of the most lovely vines in our entire list; no one who has seen it in full flower would be without one. It has flaring trumpet-shaped flowers 3 to 4 inches long, 2½ to 3 inches across, of a lovely lavender tint with a deeper purple shade at the throat. It is in bloom most of the year, at times being completely covered with a sheet of color. The flowers have a delicate fragrance which permeates the garden. It belongs to the Bignonia family. **1-gal. containers, 85c; 5-gal. containers, \$2.00.**

AUSTRALIAN PEA VINE

DOLICHOS LIGNOSUS. A rapid-growing perennial vine with deep green foliage and clusters of lilac-pink flowers resembling a miniature Wisteria bloom; quickly covers a fence or trellis. **2¼-inch pots 15c; 4-inch pots 25c.**

FICUS

Creeping Fig

FICUS REPENS. Evergreen climber, with small dark green heart-shaped leaves, clinging closely to brick or stone walls. **4-inch pots, 35c; 1-gallon container, 60c.**

FICUS MINIMA. Miniature Fig Vine. A tiny climbing vine, with small leaves of glossy deep bronze green, making a beautiful outline on patio walls, where it may be grown in pots; or on faces of rocks in the rockery. **4-inch pots, 50c; 1-gallon container, 75c.**

POTTED IVY

At California Flowerland you will find the finest and most complete stock of Ivies of all kinds, especially grown for decorative purposes, priced from **25c to \$2.50.**

IVY

Hedera

HEDERA HELIX. English Ivy. Evergreen climber, for covering walls, banks, trunks of trees, and as a ground cover for shady places. **2½-inch pots, 15c; 4-inch pots, 25c; 1-gallon container, 50c; flats of 100 plants for ground cover, \$1.75.**

HEDERA CANARIENSIS. Algerian Ivy. Leaves are much larger than those of English Ivy, extremely glossy; rapid growing. **1-gallon container, 60c; 5-gal. \$2.00.**

VARIEGATED ALGERIAN IVY. Like the preceding, with handsome variegated green and cream colored leaves. **1-gallon container, 60c; 5-gal. \$2.00.**

JASMINES

JASMINUM AZORICUM. Canary Jasmine. Azores. The most fragrant of the Jasmynes. A neat evergreen twining shrub, with small, very dark green foliage, and waxy pure white blossoms. Especially useful on low rock walls. **1-gallon container, 75c; 5-gal. \$1.75.**

JASMINUM GRANDIFLORUM. Spanish Jasmine. Pure white, large star-shaped flowers, often double, intensely fragrant, especially at night. Vigorous grower. **1-gallon container, 60c; 5-gal. \$1.75.**

JASMINUM PRIMULINUM. Fine winter blooming vine, with large double yellow flowers thickly clustered on the drooping branches. **1-gallon container, 60c; 5-gal. \$1.75.**

JASMINUM REVOLUTUM. Italian Jasmine. A semi-climbing shrub, with bright golden yellow flowers, very fragrant. **1-gallon container, 60c; 5-gal. \$1.75.**

JASMINUM DICHOTOMUM. Magnificent vine, with beautiful habit of growth, neatly twining and not woody. Large, thick, glossy foliage, and great clusters of fragrant white flowers, with chocolate calyx. **1-gallon container, 85c; 5-gal. \$2.00.**

GELSEMIUM

GELSEMIUM SEMPERVIRENS. Carolina Jessamine. A beautiful, graceful twining vine, not too large, with good foliage and myriads of clear yellow, bell-shaped fragrant flowers. A useful hardy vine for all sections of California. **1-gallon container, 60c; 5-gal. \$1.75.**



The Bronze Bougainvillea,
Mrs. Praetorius.



BEAUMONTIA, Herald's Trumpet. See page 45.

The Exotic Passion-Flower

PASSIFLORA EDULIS. Edible Passion Fruit. Fine quick growing vine with large glossy leaves and beautiful blue flowers, followed by large fruit, purple when ripe. Pulp is sub-acid and delicious. Vine not attacked by caterpillars. 1-gal. containers, 60c; 5-gal. \$1.75.

PASSIFLORA JAMESONII. Red Passion Flower. When planted in a protected location especially near the coast this vine will rapidly climb to the tops of trees, trellises or buildings, making a brilliant display of color with its bright scarlet blooms, 3 to 4 inches across. 1-gal., 75c; 5-gal. \$2.00.

PASSIFLORA MOLLISSIMA. Pink Passion Flower. Very similar to the preceding variety but with beautiful rose-colored flowers, with a calyx tube 4 or 5 inches long. 1-gal. containers, 75c.

PASSIFLORA PFORDTII. A beautiful large-flowered hybrid. The wide petals are white, with pink tints, the crown is bright blue. Foliage large and handsome. 1-gal. containers, 75c; 5-gal., \$2.00.

PASSIFLORA PRINCEPS. A very rare and handsome vine, quite distinct from the other varieties. The foliage is glossy and leathery, seldom attacked by insects. The very showy flowers are produced in long racemes, brilliant scarlet in color. Planted on a pergola or lath structure, the long flower-clusters hang down through the roof in a beautiful display. 1-gal., \$1.00; 5-gal., \$2.50.

STAR JASMINE

RHYNCHOSPERMUM JASMINOIDES. Star Jasmine; or Confederate Jasmine, so called because it comes from the Confederate Malay States. This is one of the most desirable evergreen vines, hardy throughout Southern California, having large, leathery shiny leaves and bearing in spring and summer great quantities of creamy white star-like blossoms intensely sweet scented, permeating the garden for a large area. One of the finest features is its splendid habit of growth, adapting itself to any medium sized trellis, fence, post, or arbor. It may also be used as a shrub or ground-cover for slopes, in sun or shade. 1-gal. containers, 75c; 5-gal. \$1.75; 5-gal. trellised, \$2.50.

SENECIO

SENECIO CONFUSUS. A showy plant with shining green leaves and magnificent clusters of daisy-like flowers with bright vermilion petals and golden center. 1-gal. containers, 75c; 5-gal., \$1.75.

SOLANDRA

CUP OF GOLD

SOLANDRA GUTTATA. "Copa de Oro" or Cup of Gold. An erect growing vine, with heavy stems and very large leathery, shiny, leaves, soon covering an arbor or face of building, bearing from the ground to the roof enormous cup shaped blossoms, ochre yellow with purple brown throats, with a fragrance reminding one of fresh coconuts. Will not stand much frost. 1-gal. containers, 75c; 5-gal., \$1.75.

COPA DE LECHE

SOLANDRA LONGIFLORA. Similar to the Cup of Gold (Copa de Oro) but with smaller leaves and of more slender, graceful habit. The flowers are also smaller, creamy white with fringed edges, making a very attractive vine. 1-gal., 75c; 5-gal., \$2.00.

SOLANUM

SOLANUM WENDLANDII. This is a magnificent climber in this climate where it will grow 40 to 50 feet in one season. It is one of the loveliest vines in California when in full bloom. Flowers are large, light blue, about 2½ inches across, in great clusters. 1-gal. containers, 75c; 5-gal., \$2.00.

SOLANUM SEAFORTHIANUM. A species with more slender stems, and pinnate leaves; the flowers are deep blue, 1-inch across, in pretty clusters. 1-gal. containers, 75c; 5-gal., \$2.00.

STEPHANOTIS

An aristocrat among flowering vines for Southern California. The waxy white Jasmine-like blossoms are much appreciated for corsages, ranking with choice Gardenias for this purpose, and they possess sweet, refreshing perfume.

STEPHANOTIS FLORIBUNDA. Madagascar Jasmine. Large leathery leaves and a neat twining habit give a very tropical appearance, a vine of great beauty for trellises, corners of porches, pergola, or fence. Its crowning beauty is the display of great clusters of tubular blossoms, each four inches long, pure waxy white and deliciously fragrant. In cold climates Stephanotis is grown under glass for flower production for florists use. Here in Southern California it can be enjoyed in anyone's own garden where temperatures do not commonly fall below 26°. Sun or shade. 4-inch pots, \$1.00; 5-inch, on trellis, \$2.50.

TECOMA

TECOMA AUSTRALIS. Wonga-Wonga. Without doubt the fastest growing hardy vine we have which carries its foliage the year around. Its principle value lies in the glossy green foliage which always appears to be varnished. Creamy white flowers in profusion during mid-summer.

TECOMA CAPENSIS. Cape Honeysuckle. Climbing or half-climbing shrub of luxurious growth. Covered in summer with glowing scarlet flowers in racemes. Very attractive foliage. Easily trimmed as a shrub.

TECOMA JASMINOIDES. Bower Plant of Australia. Glossy green foliage and white trumpet flowers with rosy-pink throat.

TECOMA MACKENII. Pink Trumpet Vine. A vigorous climbing vine with evergreen foliage and loose terminal panicles of rosy-pink trumpet flowers.

TECOMA SMITHII. Leaflets small and numerous. Flowers medium sized, orange-yellow, borne in large panicles, semi-evergreen.

Price of any of the above Trumpet Vines
1-gal. containers, 75c; 5-gal., \$1.75.

QUEEN OF SHEBA VINE

TECOMA REGINAE-SABAE. A lovely trumpet vine with abundant clusters of large deep rosy pink trumpets with golden throats. Rare and choice, quite hardy, flowering in winter and spring. 1-gallon containers, 2½-3 ft., 85c; 5-gal., 6 ft., \$2.00.

THUNBERGIA

THUNBERGIA GIBSONI. The flowers of this vine are the most brilliant pure orange of any we know, produced freely throughout the year. Fine for low supports, in rockeries, trailing over walls and banks, in any sunny position; also for pot and window box specimens. 4-inch pots, 35c; 1-gallon, 60c.

VITIS (Cissus)

Evergreen Grape

Valuable climbing plants for trellises and arbors, and for patio decoration. Their bold glossy leaves make a beautiful outline against light walls. They grow well in the sun, but are particularly useful for dark, shaded places where most vines will not thrive. All climb by tendrils.

VITIS BAUDINIANA. Kangaroo Vine. A rampant grower with thick oblong leaves, 4 inches long. 1-gallon container, 75c; 5-gal. \$1.75.

VITIS CAPENSIS. The large grape leaves are handsome, glossy green, sometimes velvety brown beneath. 1-gallon container, 75c; 5-gal. \$2.00.

VITIS RHOMBIFOLIA. Similar in habit to Vitis capensis, with leaves divided into three rhombic leaflets. 1-gallon container, 75c; 5-gal. \$2.00.

VITIS HYPOGLAUCA. The leaves of this Evergreen Grape are as glossy as if they had been polished; a most effective climber. 1-gallon container, 75c; 5-gal. \$2.00.

WISTERIA

Graceful and rapid-growing deciduous climbers, unsurpassed for pergolas and arbors, among our most beautiful spring flowers.

WISTERIA SINENSIS. Chinese Wisteria. The old favorite, with compact clusters of lovely large, fragrant lavender-blue flowers, before the leaves appear, with often a later crop of blooms.

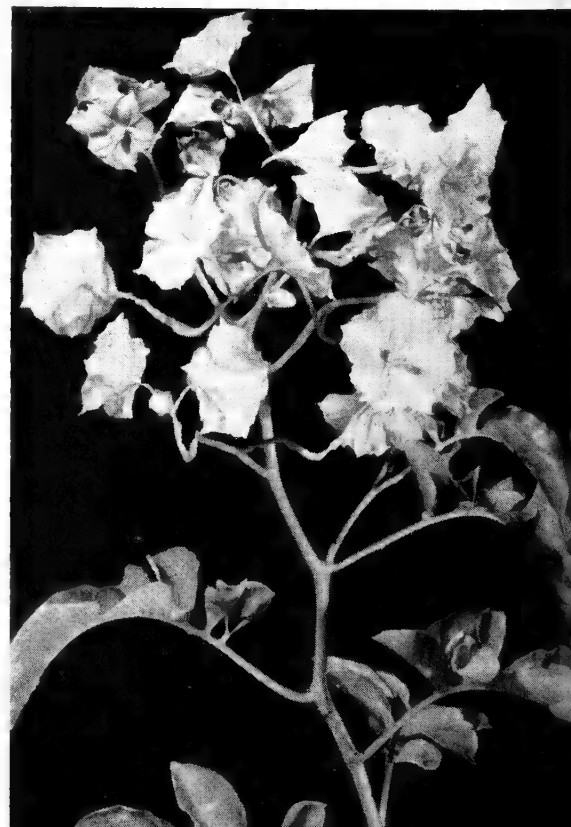
WISTERIA SINENSIS ALBA. The white flowering form.

WISTERIA FLORIBUNDA. Japanese Wisteria. This variety has very long, graceful chain-like clusters of lavender flowers.

WISTERIA VENUSTA. The individual flowers are much larger than those of the other varieties, having very broad wings. The short clusters of bloom are extremely showy. We have two colors, Alba, white, and Violaacea, rich lavender.

Price of all Wisterias: 3 year old plants in 5-gallon containers, each \$2.50.

Lovely Blue Flowers of Solanum wendlandii



CALIFORNIA FLOWERLAND

Flowering and Shade Trees

Our stock of trees is large and varied, and they are of exceptional quality, having been grown for our landscape work. Owing to the many sizes and varieties, we cannot give a detailed price list, and have omitted from this list many well known varieties which we have in stock at all times.

Visit California Flowerland and make your selections of specimen trees for landscape planting.

All trees listed here are evergreen unless marked "D", Deciduous, "C", Conifer.

New Flowering Eucalyptus

The rare new colors, including yellow, scarlet and pink, the interesting form of the buds and flowers, some with highly colored caps, suggest unusual possibilities in arrangement in floral art, employing the graceful branches, leaves of fine character, unopened buds, highly colored flowers and seed pods. Trees are dwarf, adapted to small gardens.

EUCALYPTUS ERYTHROCORYS. One of the most showy and unique species, never failing to attract with its gorgeous flowers which have an unbelievable color combination. The immense cone shaped buds have brilliant scarlet caps, curiously grooved, and are themselves startlingly beautiful. These caps drop off, exposing long fluffy stamens of brilliant golden yellow. The clusters of bloom and unopened buds give a striking color effect seldom equalled in all of the floral kingdom. The trees have large rich green leaves and are bushy and decorative, about 15 feet in height. **1-gallon containers, 85c; 5-gallon, \$2.00.**

EUCALYPTUS CAESIA. One of the most graceful trees we have ever seen, having white branches, dark brown trunk and narrow drooping leaves, this beautiful new Eucalyptus would win a place in gardens on its decorative value as a tree alone. However, in addition it is one of the loveliest of flowering trees. The flowers appear throughout the year in long drooping racemes and are a luscious tone of rose-pink, with golden anthers and silvery pods. **1-gallon containers, \$1.00; 5-gallon, \$2.50.**

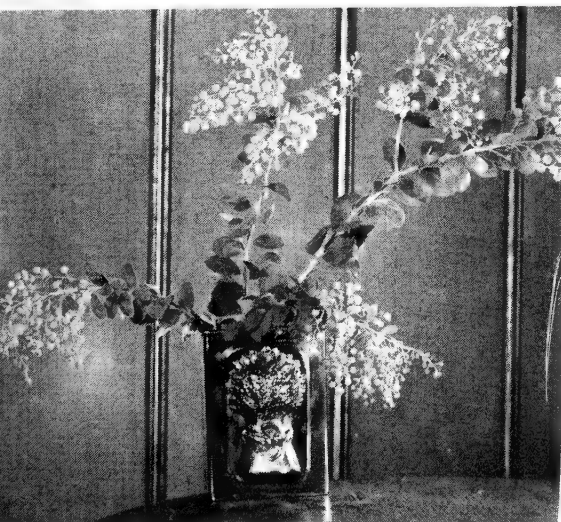
EUCALYPTUS ANGULOSA

EUCALYPTUS ANGULOSA. Graceful weeping tree growing about 25 feet high. The pendant branches become covered with sprays of large, fluffy soft yellow blossoms. Fine for specimens, screen or tall hedge. **1-gallon containers, 75c; 5-gal. \$1.75.**

EUCALYPTUS TORQUATA. A slender, graceful tree, with reddish trunk and branches. Bears large clusters of curiously shaped buds of vermilion, opening to flowers of rose pink. **1-gallon container, 75c; 5-gallon, \$1.75.**

EUCALYPTUS MACROCARPA. Very rare, unusual Eucalyptus with large blue grey leaves. Flowers often four inches across, rich rosy red with golden tipped stamens. **1-gallon containers, each \$1.25.**

PEARL ACACIA



GRACEFUL, PICTURESQUE LEMON SCENTED GUM

EUCALYPTUS PREISSIANA. One of the loveliest of all, very large fluffy flowers of most pleasing lemon yellow. **1-gallon containers, each \$1.00. 5-gallon, \$2.00.**

FLAMING EUCALYPTUS

EUCALYPTUS FICIFOLIA. Scarlet Eucalyptus. Because of its showy blossoms, one of the most conspicuous trees we have for garden or street planting. Usually scarlet, but varies from orange red to deep crimson. **1-gallon containers, each 75c; 5-gal. \$1.75.**

SILVER DOLLAR TREE

EUCALYPTUS PULVERULENTA. A beautiful small tree for landscape effect. The leaves are silvery blue, round, pleasingly effective in the garden. The sprays of foliage are widely used by florists for decoration. By cutting the branches for home decoration the trees are made very full and bushy. Plant them singly or in groups. **1-gallon container, 75c; 5-gallon, \$1.75.**

BLUE LEAVED GUM

EUCALYPTUS CRUCIS. A tree of medium size that has the most silvery foliage. Beautiful as a note of color in the garden; branches and sprays are invaluable for indoor decoration. **1-gallon containers, 85c; 5-gal. \$2.00.**

LEMON SCENTED GUM

EUCALYPTUS CITRIODORA. A beautiful and graceful tall slender tree, with white bark and bright green leaves tufted at the ends of branches. Unexcelled for scenic effect. The leaves are strongly lemon-scented. **1-gallon containers, 60c; 5-gallon, \$1.75.**

OTHER EUCALYPTUS

We have a complete collection of Eucalyptus in many sizes, for windbreak, parkway, forest and hillside planting. Probably no other species of trees contributes so much to the picturesque skyline and landscape of California. Quotations and descriptions furnished on application.

Acacias

The Acacias are among the freest flowering of our hard-wooded plants. Few pests trouble them; they are hardy; will grow in most any soil, but respond quickly to good care and especially to plenty of water in the summer months, during their growing season.

ACACIA BAILEYANA. Silvery, feathery foliage, golden flowers; much used for cutting. **1-gallon containers, 60c; 5-gal. \$1.75.**

ACACIA FLORIBUNDA. Everblooming Acacia. Attractive willow tree. **1-gallon containers, 60c; 5-gal. \$1.75.**

ACACIA LATIFOLIA. Broadleaf Acacia. Grown either in bush or tree form, it is especially fine near the seacoast. Elongated flower clusters of light yellow. **1-gallon containers, 60c; 5-gal. \$1.75.**

ACACIA CYANOPHYLLA. Blue Leaved Wattle. Valuable as a specimen tree of rapid growth, it is an exceptionally fine subject to plant on steep hillsides, where it helps bind the soil. Leaves and flowers are very large. **1-gallon containers, 60c; 5-gal. \$1.50.**

PEARL ACACIA

ACACIA PODALYRIAEOFOLIA. One of the handsomest small trees, with velvety blue gray foliage. It is the earliest to bloom, the fluffy yellow balls produced in great quantities in December. Sprays of fragrant blooms are lovely for house decoration. **1-gallon containers, 75c; 5-gal. \$1.75.**

GOLDEN WATTLE

ACACIA PYCNANTHA. A beautiful small tree, with long pendulous branches and handsome large bright green leaves. Covered in late winter and early spring with long fluffy chains of brightest golden yellow. **1-gallon containers, 75c; 5-gal. \$1.75.**



Coral Trees bear spectacular spikes of bloom. Above, *E. Caffra*. *E. Embriana* bears even larger spikes, of deeper color.

Coral Trees

One of the showiest and most interesting groups of exotic trees in California. All species have spectacular blossoms, and more of them should be planted in our gardens and parkways.

ERYTHRINA CAFFRA. A striking large tree, reaching 40 feet, with broad, spreading top. Leaves drop for a short period; as soon as they fall, the tree becomes covered with spikes of brilliant scarlet, and flowering continues after new leaves appear. 1-gallon containers, 85c; 5-gal. \$2.00.

ERYTHRINA EMBRIANA. No more spectacularly beautiful tree can be imagined than this evergreen species. Grows more rapidly than the above, forming a rounded tree, excellent for shade. May be kept bushy by pruning. The deep crimson flowers are borne in great spikes at the ends of the branches. 1-gallon containers, 85c; 5-gal. \$2.50. Specimens, \$7.50 to \$15.00.

ERYTHRINA CRISTA—GALLI. Brazil. A very hardy bushy form, developing a small trunk if not frozen back, but forming a shrub if this top is frozen to the ground. The flowers are large crimson red, and produced in great quantities from spring until frost. For bedding out in colder climates, it is a valuable plant. 1-gallon containers, 75c; larger specimens, \$1.75.

Orchid Tree

BAUHINIA variegata. Orchid Tree or Mountain Ebony. Small bushy tree, bearing in spring immense clusters of large orchid-like flowers, orchid in color with markings of purple and yellow in the throat. 1-gallon containers, 75c; 5-gal. \$1.75.

Birch

BETULA alba. European White Birch. **D.** Lovely as a specimen tree, or in groups, for landscape effect, especially on lawns. White barked trunk and branches are effective even after the leaves drop. Established trees in containers, 6-8 feet, each \$2.00; 8-10 feet, each \$3.50.

Betula alba laciniata. Cutleaf Weeping Birch. **D.** Has graceful drooping branches and finely cut foliage. 7-8 feet, each \$2.50.

Betula alba purpurea. **D.** Handsome form with bronzy purple foliage. 6-8 feet, each \$2.50.

Betula alba pendula Youngi. **D.** Dwarfier in growth, with artistically crooked trunk and drooping branches, very effective in group plantings with other trees, at edges of pools and water-courses. 5-6 feet, each \$3.50; 6-8 feet, each \$5.00.

Camphor Tree

CAMPHORA officinalis. Camphor Tree. Symmetrical ornamental tree for shade or avenue planting. Beautiful foliage, bronzy red on the new growth, bright green when mature. 1-gallon containers, 60c; 5-gal. \$1.75.

Carob Tree

CERATONIA siliqua. Carob Tree. Fine shade and parkway tree with luxuriant dark green glossy leaves. 1-gallon containers, each 60c; 5-gal. \$1.75.

Casuarina

CASUARINA stricta. Beefwood or She Oak. Fine street tree especially in the desert, with needle-like foliage. 1-gallon containers, 60c; 5-gal. \$1.75.

Casuarina sumatrana. A beautiful form with fine branchlets which take the place of leaves, richly colored bronze, red, and gold. Very attractive for cutting. 5-gal. \$1.75.

Cypress

CUPRESSUS arizonica. Arizona Cypress. **C.** Medium sized pyramidal trees, similar in form to Monterey Cypress, but not so large, and with blue green foliage. Desirable for hedges and specimens. 1-gallon containers, each 50c; 5-gal. \$1.50.

Cupressus cashmeriana. **C.** Rare and beautiful evergreen, upright tree with fern-like drooping foliage of most pleasing silvery tone. Its graceful beauty adds charm to any garden planting; grows rapidly and makes a tall tree. 1-gallon container, \$1.00; 5-gal., 4-6 feet, each \$2.50; 6-8 feet, \$3.50. Large specimens, \$10.00.

Cupressus macrocarpa. Monterey Cypress. **C.** Widely used for tall evergreen hedges and wind-breaks. Rich deep green. 1-gallon containers, each 35c; 5-gal., 3-4 feet, \$1.25; 4-5 ft., \$1.50.

Italian Cypress

Cupressus sempervirens. Italian Cypress. **C.** Our trees are grown from cuttings of very fine symmetrical trees, insuring perfect uniformity.

1-gallon containers\$.60
5-gallon containers, or balled, 4-5 feet	2.00
Balled 5-6 feet	3.00
Balled, 6-8 feet	4.50
Balled, 8-10 feet	7.50
Balled, 10-12 feet	10.00
Balled, 12-14 feet	15.00
Boxed, 16-18 feet	37.50
Boxed, 18-20 feet	45.00
Boxed, 20-22 feet	57.50 to 75.00
Boxed, 22-24 feet	65.00 to 87.50
Boxed, 24-26 feet	87.50 to 96.50
Boxed, 26-34 feet	96.50 to 150.00

Cryptomeria

CRYPTOMERIA globosa nana. **C.** Dwarf plummy conifer from the Orient, which forms a perfectly rounded plant. Beautiful for specimen planting, in pots and in groups on the lawn. 1-gallon containers, each \$1.00; 5-gal. \$2.00.

Maidenhair Tree

GINKGO biloba. Maidenhair Tree. **D.** Handsome tree with foliage like that of Maidenhair Fern, turning brilliant yellow in autumn. 3-4 feet, each \$1.75; 4-5 feet, each \$2.25.

Silk Oak

GREVILLEA robusta. Tall growing slender tree, with fern-like leaves and golden yellow flowers that cover the branches in summer. Drought and heat resistant, and splendid for parkway planting. 1-gallon containers, 60c; 5-gal. \$1.75.

Harpullia

HARPULLIA arborea. A rare tree of handsome proportions, growing to a height of 50 feet. Has shining evergreen foliage, forming a dense, round top. About Christmas time it becomes laden with brilliant, strawberry-red fruits or seed pods in great clusters, making a handsome display. 5-gallon containers, \$2.50.

Ficus

RUBBER TREE

FICUS ELASTICA. In locations free from heavy frosts this Rubber Tree makes a beautiful, large, spreading tree with a huge trunk and heavy branches; it may be kept as a smaller ornamental tree by pruning. Much used as ornamental specimens in tubs or pots. 5-gal. containers, 4-6 ft., \$3.50; larger specimens priced on application.

FICUS nitida. One of the most beautiful and effective trees that can be grown in Southern California. Magnificent specimens of this small leaved rubber are an important feature in the beautiful landscape setting of Balboa Park in San Diego. It also is one of the most prominent trees in Mexico for avenue planting, where it is known as Laurel. Trimmed or natural it has no equal for luxuriant effect, clothed with shining green foliage. Tree-shaped standards with rounded tops, 2-3 ft., \$4.50; 3-4 ft., \$6.50; 6-7 ft., \$17.50.

FICUS rubiginosa. (*F. australis*). A large spreading tree with much smaller leaves than *F. elastica*, shining deep green above, velvety brown underneath. It trims well into any form, making a fine pot plant, or trimmed standard for the entrance of doorways. Some of the largest trees in California are of this variety. 5-gal. containers, 4-5 ft., \$2.50; tubs, \$12.50.

Hymenosporum

HYMENOSPORUM flavum. Australia. A very fine tree growing to a height of 25 feet. Has long deep green, glossy leaves and bears a great profusion of yellow tubular flowers which are extremely fragrant. Thrives in any location not exposed to temperature extremes. (Although this tree has for many years been highly favored in California for its beauty and fragrance, it has not become widely known because plants have always been scarce and difficult to obtain.) Fine trees, 4-5 ft., in 5-gal. containers, \$1.75; 1-gal., 75c.

Jacaranda

JACARANDA mimosaeifolia. One of our most attractive evergreen flowering trees, with fern-like foliage. In June and July they are covered with large trusses of bright lavender-blue flowers. Blooms well if not kept too wet; likes a sunny dry position; requires pruning to be kept in shape. A valuable tree for street planting. 1-gal. containers, 2½-3 ft., 60c; 5-gal., 4-6 ft., \$1.75.

Crepe Myrtle

LAGERSTROEMIA indica. **D.** Tall shrub or small tree that is a glorious sight in summer, covered with large panicles of crepe-like flowers. Thrives best away from the Coast. Five beautiful colors, lavender, purple, pink, watermelon red, white. 1-gallon containers, 60c; 5-gallon containers, 4-5 feet, each \$1.75.

Primrose Tree

LAGUNARIA pattersoni. Medium sized, pyramidal tree from Australia that bears a profusion of handsome pink, hibiscus-like flowers. Leaves are deep green above, silver green below. An especially fine garden and avenue tree near the coast. 1-gallon container, 60c; 5-gal. \$1.75.

Liquidambar

LIQUIDAMBAR styraciflua. Sweet Gum. **D.** One of the few trees that turns brilliant colors in autumn in California; shapely, with maple-like foliage. 5-gallon container, 4-5 feet, each \$2.00; 5-6 feet, \$2.50.

Tulip Tree

LIRIODENDRON tulipifera. Tulip Tree. **D.** A straight, symmetrical tree with large, handsome leaves and tulip-shaped flowers of green, golden orange. 5-gallon containers, 4-5 feet, each \$2.00.

Magnolia

MAGNOLIA grandiflora. Big Laurel. Native of South America. Large leaves, dark green, glossy on the upper side, underside of rust-brown felt appearance. Flowers large, white, cup-shaped, very fragrant; blooms in August. The tree is of stately appearance and deserves to be planted more freely in the garden and on boulevards. 5-gal., 4-5 ft., \$1.75; 1-gallon containers, 75c.

Flowering and Shade Trees

Markhamia

MARKHAMIA hildebrandti. A brand new introduction from East Africa, and one that gives great promise of being one of the most beautiful of our flowering trees. Evergreen, belonging to the Bignonia family, it bears showy terminal clusters of large trumpet shaped, golden yellow flowers. This tree should find a place in all garden uses and will stand as much cold as Cape Chestnut. **1-gallon containers, \$1.50.**

Michelia

MICHELIA compressa. A new tree, related to the Magnolias, that promises to be one of our nicest garden or parkway subjects. It is tall, shapely, and has beautiful large glossy leaves. Like the Banana Shrub, the yellow flowers are fragrant. **5-gallon container, \$2.50.**

Myoporum

A TREE FOR SEASIDE PLANTING

MYOPORUM insulare. For a fast growing small tree in locations subject to salt spray and ocean breezes. It may be grown bushy or trimmed as a tree. **1-gallon containers, 60c; 5-gal. \$1.75.**

Palo Verde

PARKINSONIA aculeata. A beautiful tree of willowy appearance, native to the desert. It succeeds in any dry location, and has attractive feathery foliage, green trunk and branches, and golden yellow blossoms all summer. **1-gallon containers, 60c; 5-gal. \$1.75.**

Pine

PINUS canariensis. Canary Island Pine. **C.** Tall slender Pine with clusters of very long needles. **1-gallon container, each 60c; 5-gal. \$1.75.**

Pinus pinea. Italian Stone Pine. **C.** One of the most beautiful of all pines, with large spreading top. **5-gallon containers, each \$2.00.**

Pinus radiata. Monterey Pine. **C.** Fast growing native Pine. **1-gallon container, 60c; 5-gal. \$1.75.**

Podocarpus

PODOCARPUS elongatus. Fern Pine. **C.** Generally used as a tall, graceful plant for patio decoration, valuable for growing either in tubs or in the ground. Graceful drooping branches covered with narrow, willow-like foliage. **1-gallon containers, 2-3 feet, each 85c; 5-gal., 4-5 feet, each \$2.00; 5-6 feet, each \$2.75.**

Flowering Plum

PRUNUS blireana. **D.** Handsome tree of medium size, covered in spring with lovely soft pink double flowers. The foliage which follows is rich bronzy purple. **5-gallon containers, 4-5 feet, each \$1.75.**

Flowering Cherry

PRUNUS campanulata. **D.** Perfectly adapted to Southern California, this unique Cherry flowers very early, being covered with brilliant rosy red bell-shaped flowers in February. Fine specimen tree, of upright habit of growth, and one of the showiest. **5-gallon containers, 5-6 feet, each \$1.75.**

Quercus

OAK

QUERCUS agrifolia. California Live Oak. One of the most picturesque and valuable shade or avenue trees for California. It grows comparatively rapidly, forming a handsome, spreading top, with large branches and beautiful evergreen foliage. **5-gallon containers, \$1.75.**

Flame Tree

STERCULIA bidwillii. Handsome evergreen tree of medium size, with maple-like leaves and showy clusters of red blooms at the end of each branch. When in bloom, it compels one's attention from a great distance. **1-gallon container, 75c; 5-gal. \$1.75.**

Pepper Tree

SCHINUS molle. Known as California Pepper Tree, although native to Peru. One of our most beautiful trees with graceful drooping branches covered with fern-like bright green foliage. Female trees are covered with pendant clusters of rosy-red berries during the winter season. Thrives with little care. **1-gallon containers, 50c; 5-gal., 4 to 6 ft., \$1.50.**

SCHINUS terebinthifolius. Brazilian Pepper. A smaller tree than the above, fine for street or specimen planting. Its interesting branching habit makes it especially effective for artistic landscape use. **1-gallon containers, 60c; 5-gal., \$1.75.**

Tricuspidaria

LILY OF THE VALLEY TREE

TRICUSPIDARIA dependens. Lily of the Valley Tree. Chile. An unusually attractive tree, somewhat similar to a small live-oak but developing its symmetrical crown in considerably less time. In the late spring it is covered with Lily-of-the-Valley-like flowers. A splendid tree for shade or lawn. **1-gallon container, 75c; 5-gal. container, 4-5 ft., \$2.00.**

Ulmus

EVERGREEN ELM

ULMUS parvifolia. Chinese Evergreen Elm. For a small to medium sized, graceful tree for the garden, lawn, patio, or street planting the Evergreen Elm is ideal and is becoming widely used in California. The slender drooping branches form a round topped weeping head, and make a beautiful tree for the edge of a pool. The foliage is small, deep green and shining. Hardy except in extreme temperatures, when the leaves and small branches may be damaged, but soon regain their beauty. **5-gal. containers, 5-7 ft., \$2.00; 1-gal., 3-4 ft., 75c; Write or visit "Flowerland" for descriptions of large specimens.**

Vitex

BEAUTIFUL NEW TREE

VITEX lucens. A rare and beautiful tree that fills a need for an upright specimen tree that does not take up too much space in lawn and parkway planting. Has large glossy compound foliage and lovely pink flowers, followed by ornamental seed pods. Should be widely planted when available in quantity. **1-gallon containers, 85c; larger trees, \$2.50 to \$5.00.**

Another Paul J. Howard "First" PRUNUS SALASI

PRUNUS salasi. A tree so handsome, it is amazing that it has not been introduced and become common in our gardens long since. Our plant explorer, Don Rujello, found it in Guatemala, where there are numerous fine trees in the uplands.

The trees are exceedingly shapely in habit, reminding one of our popular Carolina Cherry, to which it is related, but we have never seen anything of its kind with such handsome glossy leaves, appearing almost varnished. Brilliant green, they are four to six inches long, clean, dust-free. This tree is sure to become widely planted for its landscape value, for parkways and shade. Evergreen, and will stand temperatures to 26 degrees.

We have on trial many other extremely interesting introductions from Central America, but this one, and another shrub or tree, Olmediella, see page 55, we consider outstandingly valuable for general garden use.

We have grown a fine stock, and offer it at a low introductory price. **1-gallon containers, \$1.50; 5-gal. \$2.75.**

PRUNUS SALASI—A new evergreen tree of great beauty. Our 5-gallon container size shown, only \$2.75.



ITALIAN CYPRESS IN OUR FIELDS
We believe this to be the finest block of large, stately specimens in California.



PODOCARPUS—A durable, useful Conifer adapted to many purposes, sun or shade—always beautiful.





DWARF EVERGREEN FLOWERING PEACH, Mandarin.

California Flowerland Evergreen Shrubs

In this catalog we have endeavored to describe briefly some outstanding novelties, and have listed some of the most important standard varieties. The latter are generally well known so we have omitted lengthy descriptions. It is impossible for us to list all of the varieties we grow, and we have many fine shrubs not listed.

Beloperone

BELOPERONE TOMENTOSA. One of the most useful, yet unusual shrubs in our entire collection. It succeeds in the full sun, even in very warm summers and will also grow well in almost full shade. The showy flower spikes are composed of copper-bronze bracts enclosing tubular cream, spotted purple flowers; the shrub is in bloom the year 'round. The flowers make most interesting decorations when cut. Beloperone makes a splendid pot plant, outdoors in Southern California, in window boxes or conservatory where winters are cold. **1-gallon containers, 60c; 5-gal. \$1.75.**

Bouvardia

Handsome low growing, rather spreading shrubs with slender branches and clusters of tubular flowers, flaring at the edge. It should be grown in our gardens much more than it is for cut-flowers, as they are very decorative and lasting. Thrives best in light loamy soil. Colors **pink, coral, rose and white.** Price, **1-gallon containers, 75c; 5-gal. \$1.75.**

NEW BOUVDARDIA

BOUVDARDIA ALBATROSS. A valuable and handsome new sort, larger and finer in every respect than the white Bouvardia Humboldtii. Very free flowering, the plant being covered with masses of very large pure white flowers of waxy substance, more than an inch across, the tubes at least 3 inches long, and intensely fragrant. For cut flowers and corsages, there is nothing more exquisite. **1-gallon container, \$1.00; 5-gal. \$2.50.**

Bowkeria

CALCEOLARIA TREE

BOWKERIA GERARDIANA. South Africa. A very attractive new shrub growing to a height of 6-10 ft. Its clusters of white flowers, glistening like new wax, are shaped like calceolarias and are well set off by a background of deep green foliage. **1-gallon container, 75c; 5-gal. \$1.75.**

SIZES OF SHRUBS

We have listed medium sized shrubs grown in special containers. The 1 and 5 gallon containers are tin, weight about 8 lbs. and 50 lbs. respectively.

We have also specimen sizes in many varieties. Ask for price quotations on varieties in which you may be interested.

Our plants are sturdy, well grown, well shaped, not to be compared with ordinary stock usually sold in 1-gal. and 5-gal. containers.

Abelia

ABELIA GRANDIFLORA. The most generally known of this useful class of shrubs. Glossy foliage and pinkish white flowers. Grows 5 to 6 ft. high. **1-gallon containers, 40c; 5-gal. \$1.35.**

ABELIA SCHUMANI. A taller more open type of Abelia which bears an abundance of bell shaped bright rosy lilac flowers. Very hardy. **1-gallon containers, 50c; 5-gal. \$1.50.**

Abutilon

FLOWERING MAPLE

ABUTILON HYBRIDS. Graceful shrubs with maple-like leaves, and red, yellow or orange mal-low-like flowers. Very pretty as pot plants or in the garden. **1-gallon containers, 50c; 5-gal. \$1.50.**

Adenocarpus

ADENOCARPUS FOLIOSUS. Resembling Genista fragrans, this bushy shrub has great plumes of deep yellow blossoms, and fine deep green foliage. It makes a well rounded shrub up to six feet in height, but may be kept lower by pruning. **1-gallon containers, 60c; 5-gal. \$1.75.**

African Shrub Aster

ASTER FRUTICOSA. 6 ft. One of the finest evergreen shrubs of recent introduction, its deep green needle-like leaves making an excellent background for the quantities of bright lavender flowers, like Michaelmas Daisies. Plant in sunny, well drained location. **1-gallon containers, 50c; 5-gal. \$1.50.**

Aucuba

GOLD DUST PLANT

AUCUBA JAPONICA. Symmetrical and shapely shrub, valuable as a pot plant, and for planting in the garden in shady places. Grows about 7 ft. high, and has large, leathery, shiny leaves covered with golden-yellow dots; and large, glossy red berries in winter. **1-gallon containers, each 60c; 5-gallon containers, \$2.00.**

Azara

AZARA MICROPHYLLA. Graceful shrub of great beauty, especially fine for planting against a wall where the arching branches and fine glossy foliage make a lacy pattern. Does well in half shade, and grows 6 to 10 feet tall, with inconspicuous fragrant flowers. **1-gallon containers, each 60c; 5-gal. \$1.75.**

Dwarf Flowering Peach

MANDARIN. This delightful dwarf peach makes a shrub not over three feet in height, of very picturesque form. The foliage is rich, practically evergreen, but drops in time to display to advantage the solid mass of double red flowers, perhaps the richest red of all the flowering fruit trees. **5-gallon containers, \$1.75.**

Aralia

ARALIA JAPONICA. A decorative subject for tropical effects, with large glossy green leaves, shaped like a fig-leaf. Unexcelled as a tub subject, or in the garden in a shaded position. **1-gallon containers, 75c; larger specimens, \$1.75 to \$5.00.**

Arbutus

ARBUTUS UNEDO. Strawberry Tree. Large shrub 10-15 ft. Of great value for decorative planting. Foliage large, deep glossy green, and bears attractive scarlet strawberry-like fruits, and rosy white flowers in clusters. Needs a sunny position. **1-gallon containers, 60c; 5-gal. \$1.75.**

Barosma

BAROSMA OBOVATA. A dwarf compact shrub resembling the small leaved Myrtus. Very free flowering, with quantities of small white flowers throughout the spring. A fine low shrub for base planting, rock gardens, etc. **1-gallon container, each 75c.**

Bauhinia

BAUHINIA TOMENTOSA. "Sweetheart Bauhinia". India. Tall evergreen shrub, with interesting foliage and drooping yellow bell-shaped flowers, the upper petals being marked with heart-shaped blotch of dark brown. Valuable as a specimen plant; does well in any soil, in full sun. **1-gallon containers, each 75c; 5-gal., \$1.75.**

Blue Hibiscus

ALYOGYNE HAKEAEFOLIA. An interesting and showy new evergreen shrub, growing 6 to 8 feet tall, with long bright green leaves like the foliage of Broom. In late spring and summer, the bush is covered with quantities of hibiscus-like blossoms of lilac purple. Excellent for the dry garden, thriving in a well-drained, sunny location. **1-gallon container, each 75c.**

Brunfelsia

Rare Blue-Flowered Shrub,
from South America

BRUNFELSIA FLORIBUNDA. A beautiful shrub that is coming into wide use in California. Flowers, shaped somewhat like Vinca but larger, are about 1½ inches across, rich violet in color, changing with age through lilac to almost pure white. It blooms throughout the year, having a tremendous crop of flowers in spring, in great clusters. These flowers are highly perfumed, and cut sprays, which last well in water, remind one of giant clusters of lilacs, both in color and fragrance. The Brunfelsia makes a free flowering pot plant, and may be grown in sunny window boxes and pots, or as a conservatory plant. In California it makes a beautiful specimen outdoors, and an exceedingly attractive hedge. **1-gallon containers, 75c; 5-gal. \$1.75.**

BRUNFELSIA EXIMIA. An even finer shrub than the better known variety Brunfelsia floribunda. The foliage is more luxuriant, soft green, and the plant has a more shapely habit of growth, with large flowers of deep blue. **1-gallon containers, \$1.00; 5-gal. \$2.00.**

Buddleia

BUTTERFLY BUSH

Tall, hardy shrubs, bearing long spikes of lilac-like blossoms, many of which are fragrant. Bushes are rather straggly in growth, unless kept well pruned. Chiefly valuable against walls, fences, garages, and for their pretty blossoms, which are very desirable for cut-flowers.

BUDDLEIA ASIATICA. White, fragrant flowers grayish green. **1-gallon container, 40c.**

BUDDLEIA CHARMING. An unusual shade in Buddleias, the showy spikes, 12 to 18 inches in length, of fragrant flowers being a lovely shade of lavender pink. Grows very rapidly, to a height of 8 feet, is quite hardy, and blooms from late summer through autumn. **5-gal. \$1.50.**

BUDDLEIA DUBONNET. Massive round spikes of true Dubonnet red flowers, showy and rich, in late summer. The plant grows erect, strong stemmed, with heavy leathery foliage. A handsome shrub and splendid cutflower. **5-gal. \$1.50.**

BUDDLEIA ILE DE FRANCE. For brilliance and richness of color, uniform habit of growth, and great length of flower spikes which are freely produced, this new Buddleia surpasses all of the dark purple varieties. The flowers are a very deep violet purple, much darker than the common Magnifica. **5-gal. \$1.50.**

Boxwood

BUXUS

These very ornamental shrubs are quite necessary in the formal garden, as well as being attractive in shrubbery groups. For tub culture as specimens they are unequalled, as they stand trimming to any desired shape.

BUXUS JAPONICA. Japanese Boxwood. Makes the most attractive bright green low border or hedge. Its glossy foliage gives a finished appearance to the garden. It is also the best species for trimmed specimens, either in tubs or in formal gardens. **1-gallon containers, 40c; 3-inch pots, 15c; in plant band pots, 100 for \$3.50.**

PRICES ON BUXUS JAPONICA

TRIMMED PYRAMIDS

26 to 28 inches high	\$ 4.50
28 to 30 inches high	\$ 5.50
30 to 32 inches high	\$ 6.00
32 to 34 inches high	\$ 7.50
34 to 36 inches high	\$12.00

TRIMMED GLOBES

14 to 16 inches diameter	\$ 4.50
16 to 18 inches diameter	\$ 5.50
18 to 20 inches diameter	\$ 6.50
20 to 24 inches diameter	\$ 7.50
24 to 26 inches diameter	\$ 8.50
26 to 28 inches diameter	\$ 9.50
28 to 30 inches diameter	\$11.50
30 to 32 inches diameter	\$12.50

QUANTITY DISCOUNTS

10% discount on 5 or more shrubs or trees of one variety, or on 15 or more assorted varieties in 1-gallon and 5-gallon containers.

Calliandra

TRINIDAD FLAME BUSH

CALLIANDRA GUILDINGI. One of the most attractive shrubs we have. Of fine, rounded habit, about six feet high, it has beautiful feathery acacia-like evergreen foliage, and becomes a sheet of color in spring and summer, when it is covered with flowers made up of vivid scarlet stamens in large fluffy tufts. Grows best in full sun, and stands considerable frost. **1-gallon containers, 85c; 5-gal. \$2.00.**

Callistemon

BOTTLE BRUSH

CALLISTEMON VIMINALIS. This makes a beautiful weeping small tree, upon the drooping branches of which are produced the brilliant red, showy flowers. It blooms four times a year, covering an unusually long period. Unlike most Bottle Brushes it likes plenty of water, and consequently makes an ideal lawn specimen. **1-gallon containers, 60c; 5-gal. \$1.75.**

Cantua

MAGIC FLOWER

CANTUA BUXIFOLIA. This plant can be used as a semi-vine or as a shrub useful for covering banks or terraces. Flowers are about two and one-half inches long, tubular, Fuchsia-like and bright red in color; very showy. **1-gallon containers, 60c; 5-gal. \$1.75.**

Carissa

CARISSA GRANDIFLORA. Natal Plum. One of the most beautiful of our evergreen shrubs. The foliage is dark glossy green, and very dense. Flowers are waxy, pure white, with a jasmine-like fragrance and when in bloom, the bush has the appearance of being covered with stars. The fruit is an additional attraction — bright red, like a very large cranberry, and is edible. The shrub stands shearing well, and is admirably adapted to seacoast planting, even standing salt-spray. Also succeeds in the interior if given frost protection. **1-gallon containers, 60c; 5-gal. \$1.75.**

Cassia

CASSIA NAIROBENSIS. Attractive bushy shrub, growing ten to fifteen feet high. Grows very rapidly, and blooms freely; long spikes of deep golden yellow flowers as large as a cluster of wistaria blooms. Leaves pinnate, bright green. Shrub well adapted to dry locations. **1-gallon containers, 60c; 5-gal. \$1.75.**

CASSIA SPLENDIDA. South America. One of the most showy of this genus. The shapely bush makes a fine lawn specimen, with clear brilliant golden yellow flowers like the Golden Shower of Hawaii, produced in such great profusion that the bush is a mass of gold from summer until the beginning of winter. These flowers make exquisite cut-flower decorations. Well adapted to Southern California coastal belt from Santa Barbara to San Diego. **1-gallon containers, 60c; 5-gal. \$1.75.**

CASSIA TOMENTOSA. A tall shrub or bushy tree, with attractive deep green foliage and large golden yellow flowers the greater part of the year. Especially useful for background planting in groups of shrubbery, or at the fringe of a lawn area. **1-gallon container, 60c; 5-gal., 4-5 feet, \$1.75.**

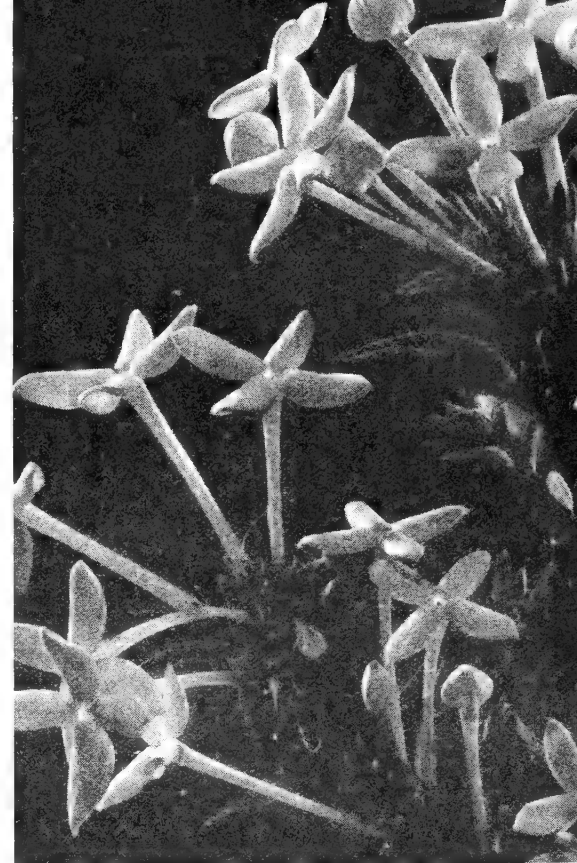
Ceanothus

CALIFORNIA WILD LILAC

Beautiful shrubs with attractive foliage, and lovely dainty flowers. Very satisfactory for hillside plantings where a native effect is desired. Must have well drained soil.

CEANOTHUS CYANEUS. The very dark blue variety, native to the mountains in San Diego County. Small glossy foliage. Very beautiful. **1-gallon containers, 75c; 5-gal. \$1.75.**

CEANOTHUS GLORIOSUS. A valuable addition to the list of prostrate shrubs, of low, spreading growth, not more than 8 inches high, forming a dense mat, 6 to 8 feet in diameter, of glossy, evergreen foliage. In spring, the plants are a mass of brilliant blue flowers, sweetly fragrant. Makes a wonderful ground cover for a north bank or hillside. Should have at least partial shade, and some watering. Plant with taller growing Ceanothus or with Fremontia, for spectacular color effects. **1-gallon containers, each \$1.00.**



GIANT WHITE BOUARDIA, Albatross

Cestrum

CESTRUM AURANTIACUM. Attractive native of Central America, quite hardy here. Will grow with more moisture in the soil than a good many of our usual shrubs. The flowers are borne in panicles, deep orange in color, 8 ft. **1-gallon containers, 60c; 5-gal. \$1.75.**

CESTRUM FASCICULATUM. Tall slender shrub, with gracefully arching branches and heart-shaped leaves and clusters of crimson tubular flowers at the ends of drooping branches, in spring. A fine plant for the patio, requiring plenty of water and good drainage. Mocking birds are very fond of the berries. **1-gallon containers, each 60c; 5-gal. \$1.75.**

CESTRUM NEWELLI. Has clusters of bright crimson flowers, larger and more brilliant than those of C. fasciculatum. Blooms almost continuously. **1-gallon container, 75c; 5-gal. \$1.75.**

CESTRUM PARQUI. Night-blooming Jessamine. Medium sized shrub from Chile, with yellowish green leaves and stems, bearing clusters of small cream-colored flowers, which are extremely fragrant at night. **1-gallon containers, 50c; 5-gal. \$1.50.**

BRILLIANT RED CALLIANDRA





WAX FLOWER, *Chamaelaucium*

California Flowerland Shrubs

Chamaelaucium

WAX FLOWER

CHAMAELAUCIUM ciliatum. A recent introduction from Western Australia that has proved to be one of the most beautiful, useful and satisfactory shrubs for Southern California. Plants are much branched, with heath-like foliage, and from January through April are covered with masses of cup-shaped flowers of delicate beauty, $\frac{3}{4}$ to 1 inch across, soft pink to lavender and rosy red in color, crimson centered. Exquisite for cutting, the flowers last more than a week in water.

The plant thrives under ordinary garden conditions, in full sun. Plants will benefit if pruned back considerably when through flowering. **Apple-blossom Pink, 1-gallon containers, 85c. Rose Red, 1-gallon containers, \$1.25.**

We have a selection of the finest colors, beautifully shaped specimens in 5-gallon containers, at \$2.50.

Cocculus

COCCULUS LAURIFOLIUS. A splendid large shrub especially useful for specimens and filling spaces in the shrubbery border. The long, heavy deep green leaves have a brilliant luster, making the whole shrub very effective. **1-gallon containers, 75c; 5-gal. \$1.75.**

Convolvulus

CONVOLVULUS CNEORUM. Southern Europe. A choice compact shrub growing to a height of 2 feet, with attractive small silvery foliage and masses of pure white cup-shaped flowers about $1\frac{1}{2}$ inches across. Fine for sunny, well drained situations, quite hardy. **1-gallon containers 60c; 5-gal., \$1.75.**

Coprosma

COPROSMA BAUERI. One of the most useful shrubs, especially near the seacoast, for foundation planting and hedges. It has bright green, roundish leaves, so glossy as to appear varnished. Grows to a height of three or four feet. **1-gallon containers, 40c; 5-gal., \$1.50.**

Correa Pulchella

A NEW FLOWERING SHRUB—Known as Australian Fuchsia. Low shrubs for foreground planting and locations such as in front of windows are not too numerous, so that any new ones which are also beautiful are most welcome introductions. The *Correas* grow about two feet high, and are somewhat spreading, but bushy in habit. Their foliage is dense, and a pleasing deep olive green, attractive even without the lovely little bell-shaped pink blossoms which are very appealing when cut and arranged in a vase or bowl with a suitable flower holder. **1-gallon containers, 75c; 5-gal. \$1.75.**

CORREA ALBA. A larger form, taller growing, with greyish or olive green foliage and bell-shaped pure white flowers. **1-gallon container, 60c; 5-gal. \$1.75.**

CORREA SPECIOSA. Attractive yellow flowered variety that does well in sandy soil and exposed situations. **1-gallon container, 75c; 5-gal. \$1.75.**

Cotoneaster

COTONEASTER ADPRESSA. The best of all the dwarf spreading *Cotoneasters*, and splendid for covering banks and slopes. Grows very low, rooting as it spreads, and has shiny rounded leaves and fragrant pink flowers. **1-gallon containers, 60c; 5-gal. \$1.75.**

COTONEASTER APICULATA. Cranberry *Cotoneaster*. A beautiful dwarf hardy sort, with the largest berries of all. Grows to 4 feet in height, with arching branches covered with shiny evergreen foliage, and bearing masses of large bright crimson berries in autumn. Plant this in full sun. **1-gallon container, 60c; 5-gal. \$1.75.**

COTONEASTER BULLATA MACROPHYLLA. A spreading shrub growing to 6 feet in height, with large handsome leaves that turn rich orange and red in fall. In spring the branches are covered with light pink flowers, followed by great clusters of shiny red berries from September to January. A good variety for shady locations. **1-gallon container, 75c; 5-gal. \$1.75.**

COTONEASTER COOLIDGEI. A beautiful little shrub, like a miniature *Cotoneaster pannosa*, with soft silky grey foliage, prettily branched close to the ground making a little rounded bush. A wonderful thing for foreground plantings, and a gem in the rockery. **1-gallon 50c; 5-gal. \$1.50.**

COTONEASTER HORIZONTALIS. Very flat and spreading, fine for corners of lawn, steps or rocks. Small bright green leaves, turning bright colored in fall. Brilliant red berries in profusion in fall. **1-gallon containers, 50c; 5-gal. \$1.75.**

COTONEASTER PANNOSA. The most widely planted of all the berried shrubs. Grows about 8 ft. high, with arching branches and soft green foliage, silvery underneath. The white flowers are followed by red berries, making a beautiful appearance. **1-gallon containers, 40c; 5-gal. \$1.50.**

COTONEASTER PANNOSA NANA. A fine low-growing sort with stiff upright branches of very neat habit for shrubbery borders, etc. Has small round leaves of deep green, whitish beneath, and clusters of small bright red berries. **1-gallon containers, 50c; 5-gal. \$1.50.**

COTONEASTER PARNAYI. We consider this the handsomest of all the taller growing *Cotoneasters*. The berries are largest of all, shining deep red, in immense clusters, beautifully displayed among the large glossy green leaves. The shrub is beautiful all the year—the great clusters of creamy white flowers are very attractive in spring and the berries make a beautiful display in fall and winter. **1-gallon containers, 50c; 5-gal. \$1.50.**

Cistus

THE LOVELY ROCKROSES

Useful flowering shrubs, small or medium sized, of compact bushy habit. Very hardy, thriving with little moisture. May be used on banks, terraces, or hillsides, and in large rockeries. The single rose-like blossoms are most attractive.

CISTUS LADANIFERUS MACULATUS. Brown Eyed Rockrose. Long narrow leaves, deep green, glistening like varnish that is not yet dry. Flowers large, often four inches across of crepe-like texture, pure white with a conspicuous brown spot at the base of each petal. **1-gallon cans, 60c; 5-gal. \$1.75.**

CISTUS PURPUREUS. Improved Rockrose. Rounded bush $2\frac{1}{2}$ -3 ft. high with deep green foliage and very large flowers of striking salmon-rose, reflecting purple toward the center. A magnificent small shrub for dry, sunny locations. **1-gallon containers, 60c; 5-gal. \$1.75.**

CISTUS CORBARIENSIS. A beautiful low growing shrub, quite spreading in habit, which will be especially valuable on slopes or sunny areas in the garden. It has attractive sage-green foliage and charmingly formed pure white blossoms about two inches across. **1-gallon containers, 60c; 5-gal. \$1.75.**

SILVER PINK CISTUS

A magnificent variety from England. It has crepe-like blossoms as large as *Cistus purpureus*, which it resembles, and the color of the flowers is a delightful clear silver pink. **1-gallon containers, 60c; 5-gal. \$1.75.**

ORNAMENTAL DWARF CITRUS

In addition to their valuable fruiting qualities, Dwarf Citrus are most ornamental in landscape gardening, when used as hedges, specimen shrubs, or in pots. Their fragrant blossoms and handsome fruits are typical of California gardens.

In 9-inch pots, for ornamental use, we have, besides the Otaheiti Orange shown at right, the Rangpur Lime, Tahiti Lime, Tangelo, and the Meyer and Variegated Lemons, \$2.50.

MEYER LEMON. This dwarf lemon has beautiful large deep golden yellow fruits. The juice is of excellent quality. Glossy green foliage and fragrant blossoms add to its ornamental value. **Gallon containers, each 75c. Bushy plants, $1\frac{1}{2}$ to 2 feet, \$2.00.**

VARIEGATED LEMON. Like the Eureka Lemon, except that the foliage is beautifully striped and variegated green, pink, and white, as is the fruit. Flesh and juice are pink. **Balled, bushy plants, each \$2.00.**



Crotalaria

CANARY BIRD SHRUB—See page 55.

Daphne

DAPHNE ODORA. One of the most attractive low growing shrubs, much branched, and valued for its fine deep evergreen foliage and the clusters of lovely waxy pink flowers, which are of exquisite fragrance. Blooms from January to March. Plant in shade or half-shade, in the foreground of shrubby borders. **Balled or 5-gallon, 12 to 18 inches in diameter, each \$2.50.**

Datura

ANGEL'S TRUMPET

DATURA SUAVEOLENS. Striking subjects for landscape effects in the garden and patio. The large foliage is in itself effective, giving a tropical atmosphere. The handsome white trumpet shaped flowers are very conspicuous and fragrant. Grows in any soil, in sun or shade. Fairly tender, but can be grown in pots or tubs where freezing temperatures occur. **1-gallon containers, 60c; 5-gal. 4-5 ft., \$1.75.**

Diosma

BREATH OF HEAVEN

DIOSMA ERICOIDES. (alba). Small rounded heather-like shrub bearing small white flowers in great quantities. The finely cut foliage is extremely fragrant. Must have good drainage. **1-gallon containers 50c; 5-gal. \$1.50.**

PINK DIOSMA—*Diosma pulchrum*

A lovely pink flowered shrub, very similar in its requirements and habits of growth to the white one. Covered with lavender pink flowers in winter and spring. **1-gallon container, 50c; 5-gal. \$1.50.**

Dombeya

DOMBEYA CALANTHA. Resembles *D. Cayeux* as to habit of growth, but the soft pink flowers are produced in more open clusters, hanging at the end of each branch; very free flowering. **1-gallon container, 75c; 5-gal. \$2.00.**

DOMBEYA CAYEUXI. Large leaved tropical shrub from Madagascar. Of rapid growth, reaching a height of ten to twelve feet, round and bushy, if well pruned, giving a luxuriant tropical effect. Beautiful huge flower clusters, like those of the Eastern Snowball, of clear bright pink, are produced on drooping stems, during the winter. Will not stand much frost. **1-gallon container, 60c; 5-gal. \$1.75.**

Duranta

DURANTA PLUMIERI. Sky Flower; Golden Dewdrop. From West Indies and Central America. An attractive and useful strong-growing shrub, with glossy green leaves. The flowers are borne in drooping racemes toward the end of the branches and are a beautiful sky-blue. Waxy golden yellow berries follow the flowers, and are carried well through the winter. The shrub is tall growing, and unless trimmed will attain a height of 20 to 25 feet. Adapted to almost any soil. **1-gallon containers, 50c; 5-gal. \$1.50.**

Eleagnus

ELEAGNUS PUNGENS VARIEGATA. Silverberry. Highly ornamental shrub of medium height, and rather horizontal habit of growth. Foliage is most attractive, bright green with broad golden margin. Does well in shaded situations, planted with other shrubs, all along the coast and inland. **1-gallon containers, each 75c; 5-gal. \$1.75.**

Eranthemum

One of the Finest Blue-Flowered Shrubs

ERANTHEMUM PULCHELLUM. Because of its spikes of rich deep blue, phlox-like flowers, the color of *Delphinium bellamosum*, which are borne in winter and spring when flowers of this color are scarce; because it grows well in shade where not many flowering shrubs will; and because its rich green embossed leaves are so handsome, this rare shrub is one of the most valuable recent introductions for California gardens. It makes a shapely subject about 3 ft. high, and succeeds in almost any soil. **1-gallon container, 60c; 5-gal., 2-3 ft., \$1.75.**

Erica

HEATHER

ERICA HIELIANA. Compact plant of upright growth, the long branches covered with long tubular flowers of lovely salmon rose during the spring months. **1-gallon container, 60c.**

ERICA CODONODES. The finest white Heather. Beautiful bushy plants covered with small snow-white flowers in broad panicles, during the winter. **1-gallon container, 75c; 5-gal. \$1.75.**

ERICA MELANTHERA. RUBRA. One of the showiest and most popular sorts, strong bushy plants, to 6 feet high, covered with small deep rose flowers from November to March, in long sprays. Should have a sunny situation and good drainage. **1-gallon container, 60c; 5-gal. \$1.75.**

ERICA PERSOLUTA. Bushy compact plant, 4 feet high. During the winter and early spring, the plants are completely covered with small rosy pink flowers. Beautiful and showy, one of the best. **1-gallon container, 75c; 5-gal. \$1.75.**

ERICA REGERMINANS. Bushy plants, covered in spring with small bell-shaped flowers of deep rosy lavender. Very graceful, showy and fine. **1-gallon container, 60c; 5-gal. \$1.75.**

ERICA REGERMINANS—LOIS. Flowers of deep rose, with bronze tint, in long sprays. Very fine and new. **5-gallon, \$1.75.**

Escallonia

Escallonias are very useful and ornamental shrubs for all of California, especially near the coast. They grow from four to eight feet high, quite spreading, with good-looking foliage of deep green, and bloom profusely most of the year, their flowers in great, showy clusters at the ends of each branch.

ESCALLONIA GLASNEVINENSIS. "Appleblossom Escallonia". A very fine variety from England, compact in habit with beautiful blush-pink flowers. Grows about four feet high. **1-gallon containers, 50c; 5-gal. \$1.50.**

ESCALLONIA MONTEVIDENSIS. The flowers are pure white, borne in immense clusters. Grows about six feet high with large, glossy leaves. **1-gallon containers, 50c; 5-gal. \$1.50.**

ESCALLONIA RUBRA. Low and compact, with large, glossy deep green leaves, and rich red flowers. **1-gallon containers, 60c; 5-gal. \$1.50.**

Eugenia

Attractive shrubs, or small trees, having creamy white flowers, formed like English Myrtle only much larger, followed by purplish red fruits in great profusion. The foliage is bronzy red when young, and deep shiny green when developed. They are strong growers and lend themselves well to formal gardens, as they trim into any desired shape. They are also good in pots or tubs and will grow in the sun or partial shade.

EUGENIA HOOKERI. Foliage and fruit larger than *E. myrtifolia*, and not so dense, unless trimmed, but like boxwood, stands trimming and is taking the place of Bay trees for specimen plants.

EUGENIA MYRTIFOLIA. Very dense in growth, sometimes used for hedges, for which it is a beautiful subject. Also makes neat, trimmed specimens. **Price of either variety, 1-gal. containers, 40c; 5-gal., 4-5 ft., \$1.50; 5-6 ft., \$1.75.**

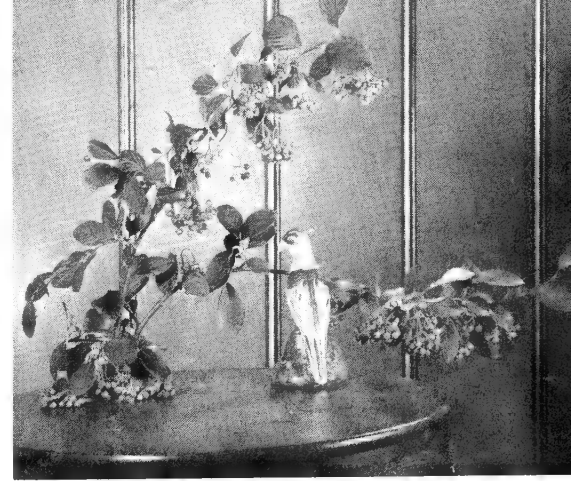
Prices of boxed or trimmed specimens upon application.

Surinam Cherry

EUGENIA UNIFLORA. A very attractive shrub growing about six feet high, with foliage and beautiful edible fruit. **1-gallon containers, 75c; 5-gal., 2 to 3 feet, \$1.75.**

Rose Apple

EUGENIA JAMBOS. A large spreading shrub or small tree of great ornamental value for warmer locations in southern California. The leaves are about six inches long, rich crimson on the new growth, becoming glossy green. The flowers are in clusters, large fluffy balls of creamy white followed by interesting yellow fruits which have the perfume and flavor of rose-petals. **1-gallon containers, 75c; 5-gal. \$1.75.**



Berries of *Cotoneaster parnayi*

Lilli-Pilli Tree

EUGENIA SMITHII. A beautiful tall shrub or small tree, fifteen to twenty feet high, resembling in growth and foliage *Eugenia Hookeri*, with its glossy bronzy green foliage. In winter it is a lovely sight, covered with large clusters of soft lavender colored berries. The cut sprays of berries and leaves have great decorative value. **1-gallon containers, 75c; 5-gal. \$1.75.**

Peruvian Pink Guava

(*Psidium guajava*, variety Peruvian Pink)

This new variety bears wonderful crops of fruit, the finest quality of any of the tropical Guavas. The fruits are very large, yellow when ripe, with bright rose-pink flesh.

Of great value as an ornamental shrub, with effective foliage of bold texture and rich color. **1-gallon containers, each 75c; 5-gallons, \$1.75.**

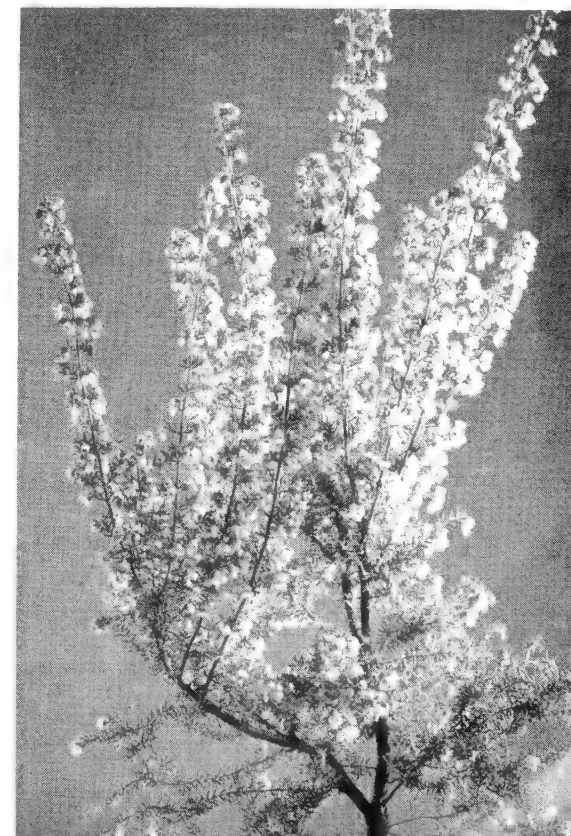
EURYONS, see page 56.

Feijoa

PINEAPPLE GUAVA

FEIJOA SELLOWIANA. A large shrub, 10 to 12 feet, valued for its beauty of form and foliage, as well as for the delicious fruits it bears. Glossy deep green leaves, silvery white beneath, and attractive showy flowers with bluish white petals and conspicuous red stamens. Fruit is about the size and shape of an egg, deep green, with a spicy aroma and flavor, best described as a blending of raspberry, banana and pineapple. Makes delicious preserves and jellies, and is excellent eaten out of hand. **1-gallon containers, 50c; 5-gal. \$1.50.**

HEATHER, *Erica Regerminans*



California Flowerland

Many will remember reading about the fascinating experiences of our plant explorer, Don Rujello, on his exploring trip to Central America, for treasures for California Flowerland. A really unexpected number of promising new varieties was brought back, and now, as the plants are proving their worth, we offer these new finds for the gardens of America. Many of the plants on these two pages are our own introductions.

Come to California Flowerland to see these and many other plant treasures. You will enjoy, too, strolling through our new Botanic Garden.



RUELLIA TUBEROSA

Ruellia Tuberosa

An herbaceous shrub of exceptional value for semi-shaded locations. The graceful, trumpet-shaped flowers of a most delightful blue violet, are produced on slender stems, making a welcome addition to our cutflower material. The plant should be thoroughly cut back each year to increase its beauty. **1-gallon containers, 85c; 5-gallon, \$1.75.**

Helmet Shrub

DYSCHORISTE THUNBERGIFLORA. This low growing shrub bears a profusion of striking deep violet-blue trumpet-shaped flowers with dark veining in the throat. Blue flowering shrubs, with neat habit of growth, are none too plentiful, so this will be a welcome addition to your garden. Likes full sun, and withstands light frost. **1-gallon containers, 75c.**

Securidaca

SECURIDACA VOLUBILIS. Glowing racemes of lacy rosy violet flowers, produced on long arching branches, make this recent introduction from Guatemala one of the loveliest additions to our gardens. A graceful arching shrub, it can be trained as a neat vine on a fence or low trellis, where one would think at first glance it might be an exquisite climbing form of Polygala. It grows best near the coast, in sun or part shade. Don Rujello reported it to be one of the outstanding plants he saw in Central America. **5-inch pots, \$1.50; 5-gallon containers, \$2.50.**



Lovely rosy-violet flowers of *Securidaca volubilis*

EXOTIC BIRD OF PARADISE



Bird of Paradise

The exotic blooms of the *Strelitzia regina* never cease to evoke wonder and admiration. It is a much prized subject for planting in the garden or for growing in tubs or pots in the patio, making a striking effect, with the tropical appearance of its leaves, which are similar in shape to banana leaves.

The flowers are produced from September until April, held high above the foliage.

The plants begin to bloom at the age of four to five years, increasing in size and quantity of flowers produced each year. The flowers are a delight for interior decoration, making striking arrangements.

Plants grow best in full sun or partial shade, in rich soil, with plenty of moisture during summer.

4-inch pots, 2 years old, each 75c; 1-gallon containers, 3 years old, \$1.00; 5-gallon or balled blooming clumps, \$4.00 to \$15.00.

New Plant Treasures

Canary Bird Shrub

CROTALARIA AGATIFLORA

Lovely subject, bearing great quantities of unique blossoms that are delightful in floral arrangements. East Africa. A hardy shrub, bearing for a long period of time long racemes of curiously shaped flowers which are like green-gold in color—a real Chartreuse hue. This color and the shape of the blossoms suggest the name "Canary Bird Shrub." The long blossom spikes and unusual color invite one to create many intriguing floral arrangements, and the flowers are so continuously produced that a wealth of cut spikes may be had for many months. The cutting of the flowers benefits the shrub, and keeps it shapely. Plant in a sunny location, where it is very easily grown. **1-gallon container, 85c; 5-gallon, \$2.00.**



Spray of bloom of the Canary Bird Shrub

The Manzanote of Guatemala

OLMEDIELLA BETSCHLERIANA

Here is a prize treasure for your garden, a handsome tree or shrub that will be a welcome addition to Southland gardens. Close branching, clothed with bright green, glossy, holly-like leaves, it may be used as a trimmed pyramid, globe, standard, or specimen shrub, or grown into a beautiful small tree, suitable for a parkway or garden subject of distinctive charm.

We believe this beautiful and adaptable shrub or tree will prove one of the most useful of the many plant introductions brought to this country by Paul J. Howard's. Found by our explorer, Don Rujello, in Central America, growing where climatic conditions are quite similar to ours, it appears perfectly at home here. Pronounced *Ol-med-i-ella bet-schler-i-an-a*. **Shapely specimens in 5-gallon containers, \$2.75; 1-gal. \$1.50.**

For another new evergreen tree from Guatemala, see *Prunus Salasi*, page 49.



Manzanote, showing trees in 5-gallon containers.

Supara Shrub, Hauya Cornigera

High up on the slopes of a smoking volcano, in a little sheltered valley, Don Rujello saw a handsome shrub which he thought at first to be a Dogwood. Upon closer examination, however, it proved to be a very unusual member of the Evening Primrose family, with long white tubular flowers, flaring at the end to four white petals, the center often flushed with rosy pink. These are borne in great profusion, and are most beautifully set off by the background of soft green foliage. Grows easily in sun or part shade. Another "First" by Paul J. Howard, and a veritable treasure. **1-gallon containers, \$1.50; 5-gallon. \$5.00.**

Supara Shrub, a prize acquisition



Bouvardia Leiantha

While tramping through the cool, damp, high-land jungle in search of the elusive "Monja Blanca" orchid, Don Rujello stopped for shelter one night at an immense coffee finca. Noticing a most pleasing jasmine-like fragrance during the night, he found growing in the garden what first appeared to be a large, pendant rose-colored jasmine. Upon further examination, this proved to be a species of bouvardia, totally unlike those familiar to our Southern California gardens. The small, bright rose blossoms resemble those of Jasminum, and the long pendant branches are also more like those of Jasminum, being smooth and bright green, instead of woody and brown, as in most bouvardias.

Paul J. Howard takes great pleasure in introducing this new member of a most popular family. **1-gallon container, \$1.00.**

Pan American Jewel Berry

A delightful new plant that will grow in any climate. See inside front cover for illustration and seed. **Plant, each, \$1.00.**

Lespedeza, easily grown shrub

Lespedeza

While searching the ridges and valleys of the drier sections of Central America, Don Rujello ran across this attractive shrub, which was covered with racemes of genista-like lavender bloom. These are produced through the winter-spring season with us, making it a doubly welcome addition to our list of none-too-plentiful flowering shrubs. Grows rapidly to a height of six feet, and has very attractive foliage. Will thrive in any sunny location. **1-gallon containers \$1.00.**

Page Fifty-five



Euryops

A South African Tree Daisy

EURYOPS ATHANACIAE. This is entirely different from any plant we know. The shrub has a lacy appearance, although leafless, the finely divided stems look like feathery foliage. It bears large numbers of beautiful clear butter-yellow, slender petalled daisy-like flowers of great size, often 4½-5 inches across. In form and color the flowers greatly resemble a fine *Doronicum*. They are most useful for cutting as the stems are sturdy and strong. The plant may be grown as a large branched-bush, or even trained into a round-topped standard. Blooms all winter. 1-gallon container 60c; 5-gal. \$1.75.

Ficus nitida

SMALL-LEAVED RUBBER

For the one who plans his landscape setting for permanency, this shrub or tree is one of the most valuable subjects grown. It is always beautifully clothed with deep green glossy foliage, the leaves a little smaller than those of the orange. As a trimmed shrub it has no equal; it is of quite slow growth and keeps its form as well as the Bay Tree. It can be shaped into any desired form, globe, pyramid, columnar, or round-topped standard, permanently beautiful as specimens in pots, tubs, or open ground. In pots or tubs they will grow in sun or shade, withstanding quite adverse conditions; ideal for porch, patio or display room.

For a trimmed hedge of any desired height from one foot to eight feet its classic beauty blends with most types of architecture. Is particularly desirable in formal gardens, lending a permanent rich finish that leaves nothing to be desired.

When allowed to grow naturally, *Ficus nitida* forms a beautiful tree of great character.

1-gallon containers 12-18 inches, 75c.

Trimmed plants 18 to 24-inches, \$2.00;

24 to 28-inches \$2.50;

28 to 30-inches, \$3.00;

30 to 36-inches, \$3.50; 3-4 ft., \$4.50; 4-5 ft., \$5.50.

Gardenia

Cape Jasmine

The waxy white, double flowers of these handsome glossy leaved shrubs are much prized for corsages and to perfume the house. They prefer a sunny position in most localities, in well drained soil.

GARDENIA GRANDIFLORA, "MYSTERY". An improved type with very large, beautifully formed double flowers of exquisite fragrance. The bushes, vigorous growing, have large deep green, shining leaves. Flowers freely all winter and at intervals in other seasons. 1-gallon container, 75c; 5-gal. \$2.00.

GARDENIA RADICANS. Miniature *Gardenia*. A charming sort, with miniature double fragrant flowers exactly like those of the large flowering sorts, and ideal for boutonnières. Plant is dwarf and compact, with small glossy green leaves, very decorative as a pot plant. 4-inch pots, 50c.

Holmskioldia

Chinese Hat Plant

HOLMSKIOLDIA SANGUINEA. A very interesting and showy shrub. It has a copious supply of curious flowers with brick-red bracts, in racemes, excellent for cutting, throughout the year. Useful also as a semi-climber, and for patio planting, preferring a sunny position and plenty of water. 1-gallon container 75c; 5-gal. \$1.75.

Genista

Broom

The *Genistas* are handsome ornamental shrubs, quite hardy, with small feathery soft foliage and showy yellow or white flowers in the spring and summer. They require full sun and should not be overwatered.

GENISTA ANDREANA. (*Cytisus andreanus*). An erect growing broom, to 8 or 10 feet, with slender branches and very small leaves. Flowers are beautiful and striking, bright yellow with dark crimson wings, followed by brownish seed pods. 1-gallon container, 60c; 5-gal. \$1.75.

GENISTA MONOSPERMA PENDULA. Bridal Veil Broom. A lovely shrub, with gracefully arching slender branches, covered in spring with dainty white flowers, which are effective as cut flowers. Should have a well drained, sunny position. 1-gallon container, 60c; 5-gal. \$1.75.

Grevillea

The genus *Grevillea*, a native of Australia, is adapted admirably to California, if the soil is inclined to be dry.

GREVILLEA BANKSII. Bushy spreading shrub, growing to 8 feet in height, with attractive fern-like foliage and erect clusters of fuzzy crimson flowers. Handsome for massing in sun or half-shade. 1-gallon container, 60c; 5-gal. \$1.75.

GREVILLEA ROSMARINIFOLIA. Rosemary *Grevillea*. A dense, compact rounded shrub, with narrow deep green Rosemary-like foliage. Small pink and white flowers in spring. Grows 4 to 6 feet high, thrives almost anywhere, in sun or partial shade. 1-gallon container, 60c; 5-gal. \$1.75.

GREVILLEA THELEMANNIANA. Sometimes called "Hummingbird Bush". A dainty graceful shrub, of bushy habit, growing to a height of 5 or 6 feet. Foliage feathery, having a needle-like appearance. Flowers borne in great profusion bright orange-scarlet. Do not plant in a wet location. 1-gallon containers, 60c; 5-gal. \$1.75.

GREVILLEA OBTUSIFOLIA. This newer variety is very useful in Southern California Gardens to cover sunny slopes and terraces, and in rockeries. It is of spreading, procumbent form, and bears bright red flowers, much like *G. thelemanniana*, very freely in summer. In hanging baskets and pots it droops over the edges, making a beautiful cascade of attractive foliage and blossoms. 4-inch pots, 50c.

Grewia

GREWIA CAFFRA. This unusual shrub has a very interesting habit of growth, the branches being produced on one plane, making it especially adapted to training against a flat surface. It is also a beautiful subject to grow at the edge of a stream or pool, or to spread over rocks. It blooms freely throughout the spring and summer with rosy-lilac star-shaped flower. 1-gallon container 60c; 5-gal. \$1.75.

Helianthemum

SUN-ROSE

HELIANTHEMUM OCYMOIDES. A very pretty sun-loving shrub, of upright habit, reaching 3 ft. Attractive slender branches and small foliage, and bearing continuously bright yellow flowers, like the *Cistus*, with dark eyes. 1-gallon container, 60c; 5-gal. \$1.75.

Lochroma

IOCHROMA FUCHSIOIDES. A very showy shrub with magnificent clusters of waxy orange-red tubular flowers. The foliage is large, attractively tropical in appearance. 1-gallon containers, 60c; 5-gal. \$1.75.

IOCHROMA LANCEOLATA. Tropical shrub, similar to the *Cestrum*. Grows bushy, 4 to 8 ft. high. Flowers tube shaped, 3 to 4 inches long, rich deep purple, and borne in large clusters. 1-gallon containers, 75c; 5-gal. \$1.75.

Itea

ITEA ILICIFOLIA. A handsome shrub with Holly-like foliage, growing about 3 ft. high, gracefully spreading. It is valuable for foundation planting, near walls, and wherever moderately low-growing shrubs are desired. The clean, glossy deep green foliage is always attractive and the spikes of tiny blossoms are extremely fragrant. 1-gallon containers 75c; 5-gal. \$1.75.

Hypericum

GOLD FLOWER

Useful shrubs for various places such as banks, shrubby borders, foundation plantings, and filling in around larger shrubs. They are not particular about soil conditions, and will grow in the sun or shade.

HYPERICUM AUREUM. Shapely erect shrub, growing about three feet high with especially fine large showy golden yellow blossoms with waxy petals and fluffy golden stamens which remain on long after the petals have dropped. 1-gallon containers, 60c.

HYPERICUM MOSERIANUM. Low growing; makes compact little shrub 3 ft. high, and 2 to 3 ft. across. Bears numerous large, bright golden-yellow flowers all through the summer. 1-gallon containers, 50c; 5-gal. \$1.50.

HYPERICUM CALYCIUM. A fine ground cover that will grow in almost any situation, sun, shade, or under trees. Dark green foliage and golden flowers. 1-gallon containers, 40c.

Ilex

HOLLY

ILEX CORNUTA. Native of China, this holly is at home in California, withstanding extreme heat and cold, and succeeding either in full sun or shade. The leaves are large rich glossy green, prickly; the berries also large and bright red. A valuable and handsome shrub growing about five feet high. 1-gallon container, 60c; 5-gal. \$1.75.

ILEX PERNEYII. Very beautiful Holly in every respect, resembling a miniature English Holly with erect branches thickly set with small prickly leaves of deep green. Female plants bear a profusion of bright red berries which stay on a long time. Grows very slowly and makes a fine specimen or pot plant. 5-inch pots, \$1.00.

SOUTH AFRICAN TREE DAISY (*Euryops*) Every garden in Southern California should have this unique shrub that gives a brilliant display of butter-yellow flowers all winter. See description above.



Hibiscus

Bring the tropical splendor of Hawaii to your garden by planting these gorgeous shrubs. They thrive in Southern California wherever there is comparative freedom from frost.

AGNES GAULT. Enormous velvety single flowers of bright salmon rose. One of the most popular. 50c; 5-gallon, \$1.75.

AMERICAN BEAUTY. Most sensational in size and color, glowing American Beauty red. A rare novelty. \$1.00; 5-gallon \$2.50.

APRICOT. Single, apricot yellow with crimson veining, shading to crimson at the center. 50c; 5-gallon \$1.75.

CALIFORNIA GOLD. Very large single flowers of rich golden yellow. 75c; 5-gallon \$2.00.

CROWN OF BOHEMIA. Magnificent double flowers of golden yellow, shading to amber and bronze at the center. \$1.00; 5-gallon, \$2.50.

FAIR JEANNETTE. Large, soft shell pink, with creamy yellow on reverse side. 75c; 5-gallon, \$2.00.

KONA. Fully double flowers of pure rose pink, like Agnes Gault in color and habit of growth. 50c; 5-gallon, \$1.75.

MINNEWA BELL. Star-like blooms of rosy pink, with shining deep crimson center. Very ornamental bush with distinctive, glossy foliage. 1-gallon containers, 75c; 5-gal. \$2.00.

MRS. WILDER. Shell pink flowers with carmine center. Fine bushy plant, very free flowering. 50c; 5-gallon, \$1.75.

MOANA. Enormous round flowers of creamy buff. \$1.00; 5-gallon, \$2.00.

OAHU. Dark flame amber flowers with chocolate throat. Large and handsome, splendid for winter flowers. 75c; 5-gallon, \$2.00.

PELE. Enormous rounded flowers, single pure bright copper, illuminated by a bright rose throat. Under side of petals is edged with gold. Very free flowering. 1-gallon containers, \$1.00; 5-gal. \$2.50.

SEA SHELL. A unique and lovely variety, with slender branches of upright growth and small bright green leaves. The small flowers, of shell pink, are beautifully frilled and recurved. 75c; 5-gallon, \$2.00.

BRILLIANT. The most popular of all, very large brilliant scarlet. 50c; 5-gallon, \$1.75.

WHITE WINGS. Large white open flowers with red column and maroon throat, that last at least three days on the plant. A splendid bushy shrub that blooms all winter. 60c; 5-gallon, \$1.75.

SANTA PAULA. Of strong, erect habit of growth, this desirable variety has large amber blossoms, shaded cerise. 1-gallon containers, 75c; 5-gal. \$2.00.

RED MONARCH. Gorgeous new variety with enormous semi-double blooms of dark crimson, shaded mahogany, the richest of all reds. 1-gallon containers, \$1.00.



HIBISCUS AMERICAN BEAUTY

Jacobinia

Rare shrubs, or sub-shrubs, particularly desirable because they will grow and bloom in fairly shady places, if given good drainage, and plenty of water. The flowers are very showy, tube-shaped, borne in dense terminal spikes. Will not stand freezing.

JACOBINIA ROSEA. Large deeply veined leaves, and bright pink flowers. Grows 3 ft. high.

JACOBINIA CARNEA. Leaves large, shiny, with reddish veins. Flowers red. Grows 3 to 4 ft. high.

Price of either variety: 4-inch pots, 35c; 1-gal. containers, 75c.

HYDRANGEA

Hydrangeas are especially valuable in north exposures or other shaded places, where they form shapely, rounded shrubs, in bloom with massive trusses of flowers for many months.

HYDRANGEA OTAKSA. The old favorite variety, conspicuous in many California gardens, with large clusters of light pink blossoms which turn blue or lavender in acid soil.

It makes a larger bush than most of the French varieties, old specimens reaching eight feet unless kept pruned back each year. 1-gallon containers, each 40c; 5-gal., \$1.50.

NEW FRENCH HYBRID HYDRANGEAS

With soft and luscious new colorings of pink, rose, salmon, red, lavender, mauve and blue, these varieties are indeed unusual. They grow as easily as the more common variety, but the plants do not become as large, needing less space in the garden. You will prize these wonderful plants in your garden.

BOUFFANTE. Delightful clear salmon pink flowers, especially attractive, with petals of florets prettily notched. 75c.

CELESTE. Beautiful clear blue. 75c.

CHAUTARD. Fine clear pink. 50c.

E. MOULLIERE. Pure white. 75c.

EUROPA. Clear pink. The individual florets are unusually large. Bushy plants. 75c.

GOLIATH. Tall, strong plants with enormous trusses of rose pink blossoms, lavender blue in acid soil. 50c.

HOLLANDIA. Beautiful salmon red, an extra fine sort. 75c.

MERVEILLE. Individual florets extremely large, with uniquely pointed petals, forming marvelous trusses of a delightful shade of rose. 75c.

TROPHIE. Beautiful red; larger than most French types. 50c.

Beautiful bushy plants of Hydrangeas, in many other sizes, are on display at California Flowerland from April through July, for gifts or for immediate color effects in landscaping the shaded garden. Prices are from \$1.00 to \$5.00.

NOTE: Soil must be acid to produce blue Hydrangeas. Not all varieties will turn blue; unless noted in descriptions above, the flowers will hold their color as described. Plant Hydrangeas in rich soil to which has been added a liberal quantity of peat to help provide acidity. Add Acid Plant Food in small quantity throughout the season to keep the soil acid.

Jasmine

JASMINUM FLORIDUM. An erect shrub growing about three feet high with small shining green leaves, and yellow fragrant blossoms throughout the year. The stems are the same color as the leaves, the whole making a very fine, low growing, everblooming shrub for landscape use. 1-gallon containers, 50c; 5-gal. \$1.50.

JASMINUM GRAND DUKE. A shrub with large double white flowers more intensely fragrant than the Gardenia. 1-gallon containers, \$1.00.

JASMINUM MAID OF ORLEANS. A Hawaiian Jasmine known as Pikake. A stronger growing shrub than Jasminum Grand Duke, with white flowers of intense fragrance. Its handsome glossy green foliage makes it a most attractive specimen shrub or hedge. It can also be trained as a low growing shrubby vine. 1-gallon container, 75c; 5-gal. \$2.00.

JASMINUM PARKERI. A miniature shrubby plant, only one foot high, with tiny round leaves of deep green, and masses of bright yellow flowers. A gem in the rock garden or as a low border plant. 4 inch pots, each 50c; 1-gallon container, 75c.

Lavender

LAVENDULA PANICULATA. An improved strain of the true Lavender, with showy spikes of bright lavender blue flowers. 4 inch pots, each 50c.

Laurus

SWEET BAY

LAURUS NOBILIS. Usually trimmed as specimens or hedges, its dark green, aromatic foliage makes it most desirable for formal plantings. As a hedge, or border to formal gardens it is indispensable. Bushy plants. 1-gallon container, 60c; 5-gallon, \$1.75.

Lions Tail

LEONOTIS LEONURUS. A shrubby perennial growing about three feet high, with brilliant orange tubular blossoms arranged in a spike at the top of each branch. 1-gallon, 40c; 5-gal. \$1.50.

Lantanas

These dwarf, compact types of Lantanas are a great improvement over the old sprawling or semi-climbing type. They are especially desirable for bedding or borders, where they furnish brilliant color the year 'round. Because of their habit of growth they require much less pruning, and are more constantly in bloom, and the flower trusses are larger than the older sorts.

They grow and bloom all the year in Southern California and make beautiful showy pot plants and window boxes in colder regions, where they are also very useful as summer bedding plants.

CICERONE. Old gold and copper.

JANNIA. Soft pink, with cream.

GOLD COIN. Deep golden yellow, a pure and rich hue.

RADIATION. Rich red and yellow, often pure red. The most widely planted variety.

SERAPHINE. Rose pink, with orange.

TETHYS. Soft sulfur yellow.

SNOW QUEEN. Pure white.

TALL YELLOW. Pure yellow.

Price of any of the above Lantanas: 2¼-inch pots, 2 for 25c; 10 for \$1.13; 100 for \$10.00. 1-gallon containers, 40c.

TRAILING LANTANA

LANTANA SELLOWIANA. (*delicatissima*). The masses of soft orchid colored blooms, completely covering the plants make this trailer one of the loveliest subjects for covering banks, drooping over walls or from pots, window boxes and hanging baskets. They are easily grown in pots or boxes in localities where the winters are cold.

In plant band pots, 3 for 25c; 25 for \$1.25; 100 for \$5.00.

Leptospermum

Tall graceful shrubs from Australia, adapted to sunny, well drained situations.

LEPTOSPERMUM GRANDIFLORUM ROSEUM. Beautiful willowy pendulous shrub with masses of rose pink flowers. 1-gallon containers, 75c; 5-gal. \$2.00.

LEPTOSPERMUM GRANDIFLORUM RUBRUM. Similar to preceding with red flowers. 1-gallon containers, 75c; 5-gal. \$2.00.

LEPTOSPERMUM — Dwarf Double Rose. A lovely new dwarf shrub, only 3 to 5 feet tall, erect, with soft, finely cut foliage and tiny double flowers of bright rose pink, like Cecile Brunner roses, in March and April, closely set on the arching branches. Artistic for cutting, and a choice specimen plant for the garden. 1-gallon container, 75c; 5-gal. \$1.75.

LEPTOSPERMUM LAEVIGATUM. Australian Tea Tree. Graceful shrub, with long drooping or curved branches, covered with small pinkish white flowers in spring. Foliage is grey green, small. A good plant for massing on dry sunny hillsides, where drainage is good. Needs heavy pruning. 1-gallon container, 50c; 5-gal. \$1.50.

Ligustrum

PRIVET

LIGUSTRUM HENRYI. We consider this the best of the Privets for a fairly low growing neat hedge. It has beautiful small dark green leaves, and clusters of small white flowers. Makes an excellent appearance when trimmed, and can be kept as low as 2 or 3 feet. 1-gallon containers, each 40c; 5-gal. \$1.50; 2¼ inch pots, each 10c; 100 for \$8.00.

Lippia

LEMON VERBENA

LIPPIA CITRIODORA. A favorite in Early American, Early Californian, and Spanish gardens for the pleasant scent of its foliage and attractive spikes of small flowers. It is a shrub that really belongs in our gardens and patios. Use a leaf to flavor your jellies, and sprays of blossoms to give fragrance to bouquets. 1-gallon containers, 50c; 5-gal. \$1.50.

Mackaya

MACKAYA BELLA. A fine shrub for shaded locations, growing to a height of 3 to 8 ft., with attractive rich green foliage and a profusion of trumpet shaped lilac colored flowers, resembling a Bignonia. 1-gallon containers, 75c; 5-gal. \$1.75.

Metrosideros

METROSIDEROS TOMENTOSA. New Zealand Christmas Tree. This hardy relative of the Bottle Brush is an excellent subject for seashore planting, and does equally well inland. The new grey-green foliage develops into attractive dark green oval leaves and the showy tufted crimson-scarlet flowers are borne on the ends of the branches. Height 6 to 10 ft. as a shrub, but in New Zealand grows to a noble tree. 1-gallon containers, 60c; 5-gal. \$1.75.

Myoporum

The Myoporums are particularly suited to beach planting, withstanding winds and considerable amount of salt spray. They also are excellent shrubs further inland.

MYOPORUM INSULARE. This species is tall growing, and may be allowed to form a shapely tree 15 to 20 feet high, or trimmed as a shrub or into hedges. The leaves are bright green, and shining. 1-gallon containers, 60c; 5-gal. \$1.75.

Myrtus

MYRTLE

Attractive shrubs, with rather small, very aromatic leaves. Flowers are small, white with numerous stamens, followed in the fall by black berries. Rather low growing and very compact, they make fine specimens and are well suited for hedges. Will grow in hot, rather dry climates, but can stand plenty of moisture if the soil is well drained.

MYRTUS COMMUNIS. Roman Myrtle. Grows to 8 ft. in height if not pruned.

MYRTUS COMMUNIS COMPACTA. A dense growing form requiring almost no pruning. One of the best for hedges.

MYRTUS COMMUNIS MICROPHYLLA. This variety has smaller leaves, and is lower, more compact in growth.

Price of above Myrtles: 5-gallon containers, \$1.50; 1-gal. containers, 40c; 2¼-inch pots, 15c each.

Nandina

NANDINA DOMESTICA. Heavenly Bamboo. Native of Japan. Dwarf shrub, of upright growth, with reed-like stems. Evergreen foliage, tinged with red, becoming bright red in fall and winter. Bears large panicles of small white flowers and bright red berries. Excellent for foundation plantings and specimens for sun or part shade. 1-gallon containers, 50c; 5-gal. \$1.50.

Nerium

OLEANDER

NERIUM OLEANDER. An excellent shrub or small tree for all parts of Southern California doing especially well in hot, dry places. Blooms almost continuously large clusters of single or double fragrant flowers, making a very showy subject, for specimen, or for street and driveway plantings.

Prices of all varieties: 1-gallon containers, 1-1½ ft. 50c; 5-gal., 2½-3 ft. \$1.50.

Single-flowered Varieties

Flesh, Pink, Rose, Red, White, Salmon.

Double-flowered Varieties

Rose Salmon Variegated Double Rose

For larger, field-grown specimens write for specifications or see them at our nursery.

Standard Oleanders

We have a remarkable supply of superb, large tree shaped Oleanders, with 5-ft. stems, heavy caliper and large, well developed tops, priced according to age and size. Write for specifications, or see them at our Nurseries.

Prices, \$22.50 to \$37.50.

Ochna

OCHNA MULTIFLORA. South Africa. A medium sized shrub of great worth, for its masses of yellow flowers in spring followed by vivid red seed capsules exposing glistening black seeds. Seed pods finding so much favor in interior decoration, these brightly colored ones will delight the florist, amateur or commercial. The plant succeeds either in sun or shade, and is quite hardy in the South. 1-gallon containers, \$1.00.

Osmanthus

SWEET OLIVE

OSMANTHUS FRAGRANS. This is one of the most charmingly fragrant plants grown. It is almost constantly in bloom and the clusters of small creamy white tubular flowers sweetly perfume the garden for a large area. The shrub is of moderately slow growth, and prefers a partly shaded location. The foliage is leathery and attractive and the plant is hardy in California and may be flowered in pots in colder climates. 1-gallon containers, 60c; 5-gal. \$1.75.

OSMANTHUS AURANTIACUS. (Also known as Osmanthus fragrans), Yellow Sweet Osmanthus. Attractive evergreen shrub, 3 to 4 feet tall, whose charm lies in the sweet fragrance of the small yellow flowers with which the plant is covered. Blooms late in fall and perfumes the entire neighborhood. Always scarce. 1-gallon container, \$1.00.

OSMANTHUS DELAVAYI. One of the finest and most beautiful shrubs, bound to be universally popular as it is better known. It is hardy all along the Pacific Coast, and should be planted in every garden. The plant is of compact habit, with arching branches and attractive small evergreen foliage. In early spring, the plant is almost hidden by the clusters of small fragrant white flowers. 1-gallon container, \$1.00; 5-gal. \$2.50; Bushy plants from field, 1½ to 2 ft., \$3.50.

Plumbago

PLUMBAGO CAPENSIS. (Blue Plumbago). Very desirable and effective for massing of color and unsurpassed for continuous blooming and drought resisting qualities. May also be used as a shrub. Flowers are a pleasing shade of azure blue.

1-gallon container, 50c; 5-gal. \$1.50.

PLUMBAGO CAPENSIS ALBA. (White Plumbago). Same habit as above except with pure white flowers. 1-gallon container, 50c; 5-gal. \$1.75.

FICUS NITIDA—a small leaved rubber plant. We know of nothing more adaptable for pot or tub culture.





EVERGREEN SYRINGA

The most fragrant flower that blooms in fall.

Philadelphus

EVERGREEN SYRINGA

PHILADELPHUS MEXICANUS. With double white flowers, which display golden stamens; an exceedingly sweet perfume and evergreen foliage, this scandent or climbing shrub is a valuable addition to the garden. It is not particular in soil requirements, and is hardy in most sections of the Southwest. It is fine for mass planting, on banks or in corners, and may be trained over a wall or fence. **1-gallon container, 60c; 5-gal. \$1.75.**

Giant Tree Daisy

MONTANOA GRANDIFLORA

New introduction from Mexico that easily and quickly reaches a height of ten feet. Of tropical appearance, it has large, rich green leaves, and becomes studded with thousands of three-inch, gold-centered daisies with the delicate appearance of Cosmos, and a unique, pleasing fragrance. Following the flowers, there appear attractive chartreuse green seed heads. The whole plant is one to delight the beholder.

Price: Large Plants, each \$2.00.

GIANT TREE DAISY



Photinia

PHOTINIA ARBUTIFOLIA. Toyon. "California Holly". Every California home should have at least one of these truly ornamental large shrubs, with its handsome deep green leaves, and beautiful clusters of deep red berries, so much in demand for Christmas decoration. Grows about 10 ft. high, in sun and well drained soil. **1-gallon container, 85c; 5-gal. \$2.00.**

PHOTINIA SERRULATA. Chinese Photinia. This large shrub has large, serrated, glossy green foliage, and in spring, great clusters of white flowers. Some of the large leaves turn brilliant red at various times of the year, and the young new foliage is bronzy color, giving the whole plant a handsome appearance. **1-gallon container, 60c; 5-gal. \$1.75.**

Pittosporum

For group plantings or for specimen shrubs, or for furnishing backgrounds, the many different kinds of Pittosporums are not surpassed. They all have attractive foliage, of various sizes and shades of green. Some have very fragrant flowers.

PITTIOSPORUM CRASSIFOLIUM. Tall growing shrub, 10 to 15 ft., with dense, grey-green foliage. **1-gallon container, 50c; 5-gal. \$1.50.**

PITTIOSPORUM EUGENIODES. Small slender tree, with dark slender branches, to 15 feet, or may be trained as shrub. Has pretty yellowish foliage. Makes a fine hedge. **1-gallon container, 50c; 5-gal. \$1.50.**

PITTIOSPORUM PHILLYRAEODES. Willow Pittosporum. A graceful weeping small tree, up to 20 feet in height. Foliage long, narrow, and curving. **1-gallon container, 60c; 5-gal. \$1.75.**

PITTIOSPORUM RHOMBIFOLIUM. Small symmetrical tree up to 25 feet in height. Excellent for street planting, or can be trained as a shrub. Bears large bunches of white flowers followed by waxy orange berries which are very ornamental. **1-gallon container, 60c; 5-gal. \$1.75.**

PITTIOSPORUM TOBIRA. Forms a dense, globular shrub six feet in height. Has large, glossy, stiff leaves, and very fragrant white flowers. Very hardy and drought resistant. **1-gallon containers, 50c; 5-gal. \$1.75; balled, 2-3 ft., \$3.50.**

PITTIOSPORUM VIRIDIFLORUM. Resembles P. tobira, but grows much taller, up to 20 to 25 feet, forming a small tree or large shrub, with glossy evergreen foliage. Dense clusters of small greenish yellow flowers of jasmine fragrance in early spring. **1-gallon container, 60c; 5-gal. \$1.75.**

PITTIOSPORUM UNDULATUM. Makes an attractive symmetrical tree, or can be kept in shrub form; also makes a splendid hedge plant. Leaves are large, wavy margined, and rich green. Flowers very fragrant. **1-gallon containers, 50c; 5-gal. \$1.50; balled, 3-4 ft., \$3.50; 4-5 ft., \$5.00.**

Polygala

POLYGALA DALMAISIANA. One of the most continuously blooming shrubs in California. Much of the time the plants are entirely covered with flowers, which are magenta-pink, tipped with white. Low and bushy in habit, reaches 4 ft. in height. **1-gallon container, 50c; 5-gal. \$1.50.**

Pleroma

PLEROMA SPLENDENS. Tibouchina semidecandra. Glorybush or Princess Flower, from Brazil. We know of no shrub with more delightful foliage and flowers for planting in the more protected spots in Southern California. It grows six to eight feet high, and has soft velvety foliage of a rich deep green turning bronze in the fall. But it is the flower that is the crowning glory; a rich royal-purple, 3 inches across. The bush is a free bloomer and should have a warm location. Will grow in partial shade.

PLEROMA GRANDIFLORA. This newer variety has much larger flowers of richer color, and we are now growing it in preference to the preceding. **1-gallon containers, 60c; 5-gal. \$1.75.**

TRAILING PLEROMA

PLEROMA SCANDENS. TRAILING PLEROMA. Used as a climber, trained to a lattice or wall this new shrub makes a glorious sight. The deep royal purple flowers in profusion, set off by the attractive foliage, make a display that is seldom equalled. It may also be used as a shrub, if trained to a stake while young and kept trimmed. The flowers are the same as P. splendens in miniature except they are a little deeper in color and their stamens are bright gold making a beautiful contrast with the royal purple background. **1-gallon container, 75c; 5-gal. \$2.00.**

Poinsettia

Poinsettia Pulcherrima. The Poinsettias throughout the world are known as the Christmas Flower, grown in pots, or cut for Holiday decoration. In California they make glorious garden subjects, growing from 6 to 12 feet high, with every branch covered the entire winter, with their flamboyant scarlet "flowers."

IMPROVED SINGLE POINSETTIA. The finest type of single Poinsettia, with very large flower bracts of richest red. A superior and showy variety. **1-gallon containers, 40c; 5-gal. containers, \$1.50.**

PINK POINSETTIA. This variety is growing in favor every season as a potted plant. Outdoors the bracts are rich salmon-pink. **4-inch pots, 50c; 5-gal. containers, \$2.00.**

YELLOW POINSETTIA. A unique variety, bracts white under glass, pale yellow outside. Same prices as Pink variety.

DOUBLE POINSETTIA

This is the finest type of Double Poinsettia, in which the flowers in the center of the bracts have been modified into brilliant red bracts, forming a spectacular double "flower," often 12 inches in diameter. The effect of a bush covered with these magnificent "flowers" is startling. Young plants usually bear single flowers the first year planted, the flowers becoming larger and fully developed in the succeeding seasons. **1-gallon container, 60c; 5-gal. container \$1.75 and \$2.00.**

Prunus

PRUNUS CAROLINIANA. Carolina Cherry. Handsome slender evergreen tree or shrub, 20 to 40 feet tall, densely foliated with deep glossy green slender leaves; short clusters of cream colored flowers in spring, followed by shiny black berries. **1-gallon container, 50c; 5-gal. \$1.75.**

PRUNUS ILICIFOLIA. Mountain Cherry. Bush of dense growth, native of the mountains of Southern California. Well adapted to hillside plantings, for massing or as specimen shrubs. Dark glossy green, roundish foliage with prickly edges, resembling holly. **1-gallon containers, 60c; 5-gal. \$1.75.**

PRUNUS LYONI. (P. Integrifolia) Catalina Cherry. Large shrub, or small tree of erect pyramidal growth; foliage similar to above, except larger and not so prickly. Bears purple plums, the size of a large cherry. Fine specimen either as a shrub or tree. **1-gallon containers, 60c; 5-gal. \$1.75.**

Strawberry Guava

PSIDIUM CATTLEIANUM. Vigorous evergreen shrubs with deep green glossy leaves. Fine for hedge or ornamental use, as well as for quantities of luscious red sub-acid fruit about the size of a small plum, excellent for table use, and makes a fine, beautifully colored jelly. **1-gallon containers, 60c; 5-gal. \$1.75.**

YELLOW STRAWBERRY GUAVA. Similar to the above, with larger leaves and larger fruit, which is yellow instead of red. Many prefer its milder flavor. **1-gallon containers, 60c; 5-gal. \$1.75.**

IMPROVED DOUBLE POINSETTIA



Punica

DWARF POMEGRANATE

PUNICA GRANATUM NANA. One of the best plants we know for border work or for miniature specimens. Plants very dwarf, compact and bushy and are almost always covered with large bright red blossoms and fruit which present a beautiful and striking appearance. May be grown in pots for decorative plants if kept out of doors or on the porch. **2½-inch pots, 15c; 1-gallon containers, 50c; 5-gal. \$1.50.**

Pyracantha

FIRETHORN

These are of special value as ornamental shrubs; their profusion of bloom during the early spring, and their brightly colored berries, carried well through the winter make them very attractive subjects. They should be planted only in a sunny position, where there is no danger of overwatering.

PYRACANTHA DUVALI. Selection from *P. formosana*, chosen for the great masses of brilliant red berries. **1-gallon container, 75c and \$1.00; 5-gal. \$1.75 and \$2.50.**

PYRACANTHA YUNNANENSIS. Yunnan Firethorn. Fine shrub of low, spreading growth, and large glossy foliage. Large berries, brilliant red and very glossy, somewhat flattened, are borne in great profusion. **1-gallon container, 50c; 5-gal. \$1.50.**

PYRACANTHA FORMOSANA. By far the most spectacular of all the red berried shrubs, this species has berries as large as some of the Hawthorns, in enormous masses. The branches become so laden with berries that the stems and foliage are often hidden. They are glossy deep red, effective for cut decorations. The shrubs have a good habit and shapely form. **1-gallon containers, 50c; 5-gal. \$1.50.**

Raphiolepis

RAPHIOLEPIS UMBELLATA. Beautiful broad, dark green-leaved shrub, growing about 4 ft. in height. Covered in summer with large clusters of pinkish white flowers, followed by shiny black berries. Makes a desirable specimen, of rather slow growth. **1-gallon containers, 50c; 5-gal. \$1.75.**

RAPHIOLEPIS INDICA ROSEA. A most satisfactory shrub, low growing, 3 to 5 feet high, with handsome leathery deep green leaves and large clusters of fragrant pink flowers, which are followed by black fruits. Needs no pruning, grows anywhere, with good drainage and full sun. **1-gallon container, 75c; 5-gal. \$2.00.**

Reinwardtia

YELLOW FLAX

REINWARDTIA TRIGYNA. The bushy plants are covered nearly the year 'round with large golden yellow blossoms, especially showy in the winter. They are effective in the shrubby border where their golden flowers make brilliant spots of color. **1-gallon containers, 40c.**

Rhododendron

The Rhododendrons, like the Azaleas to which they are closely related, make a luxurious display of color in shaded positions, in large rockeries, or under trees in northern exposures, and in canyons. They require an acid soil, and may be grown in pots or tubs as patio plants.

RHODODENDRON HYBRIDS. Fine hardy varieties in hues of pink, rose, crimson, orchid and white. Grafted varieties \$7.50 to \$15.00.

Romneya

MATILJA POPPIES

The Queen of California's native flowers. *Romneya coulteri*. Huge blossoms with crepe-like pure white petals, with centers of golden stamens. Plant them in sunny places, and revel in their beauty year after year. **1-gallon container, 85c.**

Rosemary

ROSMARINUS

ROSMARINUS OFFICINALIS. A hardy shrub, with narrow, dark green leaves, silvery beneath, which are very aromatic, and used for seasoning. **1-gallon containers, 40c; 5-gal. \$1.50.**

TRAILING ROSEMARY

For sunny slopes, or to trail over rocks and walls here is a most valuable and effective plant. Its silvery gray foliage and pale blue flowers make a beautiful cascade effect of soft color, in lovely contrast to the deep greens and brighter colors in surrounding parts of the garden. **2¼-inch pots, each, 20c; 10 for \$1.80; 1-gallon containers, each, 50c.**

Solanum

Blue flowering shrubs are not plentiful, so these Solanums are highly desirable for the rich blue color they bring to the garden.

SOLANUM RANTONETTI. A graceful shrub which can be trained as a climber, with violet colored flowers, 1-inch across, in great masses covering the spreading branches. **1-gallon containers, 50c; 5-gal. \$1.50.**

Sollya

SOLLYA HETEROPHYLLA. (Australian Bluebell.) Low growing, sometimes trailing shrub with dark green leaves, and wiry stems. Bears quantities of dark blue, bell-shaped flowers. May be kept compact and bushy by frequent trimming. Excellent for a border in this shape. **1-gallon containers, 60c; 5-gal. \$1.75.**

Streptosolen

STREPTOSOLEN JAMESONI. One of those floriferous shrubs that make Southern California plantings so bright and colorful. Half climbing or rounded in form, and bears masses of rich orange-red, and golden flowers, almost continuously. Will not stand much frost. **1-gallon containers, 60c; 5-gal., \$1.75.**

Veronica

Shrubs of medium size and roundish compact form. Flowers are borne in spikes, and the leaves are oval, and opposite, thickly set on the stems. Very attractive for grouping or for borders and hedges. Adapted to most any soil condition and exposure, although particularly to regions near the coast, from San Diego to San Francisco, thriving where there are fogs and strong breezes.

VERONICA CHATHAMICA. This little shrub has great character and individuality, with densely placed glossy green leaves. Its dwarf habit of growth makes it one of the most charming subjects for rockeries and dish gardens, where it gives the effect of a little old tree.

VERONICA DECUSSATA. (elliptica). Rather dwarf, leaves rounded, medium sized. Flowers large, deep blue.

VERONICA SALICIFOLIA VAR. CARNEA. One of the most beautiful in the genus, with narrow dark green, glossy leaves, and long slender spikes of bright rose-pink flowers. Grows about 4 feet high, compact.

VERONICA TRAVERSI. A splendid low-growing shrub with closely set, small, deep green leaves somewhat resembling boxwood. For foregrounds and edgings it is a fine subject.

Price of any of the Veronicas: **1-gallon containers, 50c; 5-gal., \$1.50.**

Tecoma

TECOMA SMITHII. An unusual variety, upright in habit with great clusters of golden yellow trumpet-shaped flowers. Most effective shrub for coastal districts. **1-gal. 75c; 5-gal. \$1.75.**

TECOMA STANS. Erect growing, reaching eight to ten feet, unless trimmed. The ends of every branch are covered at times with great clusters of showy yellow trumpet-shaped flowers. Exceptionally fine in coastal areas. **1-gallon containers, 75c; 5-gal. \$1.75.**



LION'S TAIL, see page 57

Viburnum

VIBURNUM BURKWOODI. A splendid bushy plant, and one of the most valuable novelties yet introduced, growing about 4 feet high, semi-evergreen, with rich glossy foliage which turns purplish bronze in winter. Large clusters of waxy-white flowers of gardenia-like fragrance. A very hardy plant that does well in a sunny, well-drained position, with plenty of moisture. **1-gallon container, 85c; 5-gal. \$2.00.**

VIBURNUM JAPONICUM. Beautiful substantial shrub, with large, handsome glossy green leaves, as fine as those of English Laurel. A grand plant for specimen and mass planting in the shade. **1-gallon container, 50c; 5-gal. \$1.50.**

VIBURNUM SUSPENSUM. *V. sandankwa.* Attains a height of 12 ft. at times, and is very luxuriant and bushy in growth. Its large, heavily veined dark green leaves are borne very close together, making it very desirable for specimens, or mass planting. Bears clusters of white blossoms. Will stand a fairly moist location, even in partial shade. **1-gallon containers, 50c; 5-gal. \$1.75.**

VIBURNUM TINUS. *Laurustinus.* Large or medium sized shrub, with medium sized, very dark green leaves. Flowers are borne in large flat clusters, and vary from white to rosy pink, with a peculiar fragrance; followed by black berries. Splendid hedge or trimmed specimen. **1-gallon containers, 50c; 5-gal. \$1.75.**

Xylosma

XYLOSMA SENTICOSA. A rare plant from China, and one of the finest for Southern California. Grows about 5 feet high, with graceful branches and beautifully shiny green foliage. Because of its handsome foliage, we consider it one of the most useful of all shrubs for many purposes, specimen and group planting, and it is ideal for growing in espalier form. It thrives in any good garden soil, and does well in hot locations. **1-gallon container, 75c; 5-gal. \$2.00.**

TECOMA STANS



California Flowerland Camellias



Lovely flowers, to use in bowls, or for corsages, will be produced even on small plants. If you do not have space in your garden, you will find great pleasure in growing Camellias in pots or tubs.

ALBA PLENA. Pure white double flowers are absolutely perfect in form, symmetrical, full, never showing the stamens. The delicate beauty of the large blossoms make it the most prized white variety. Blooms early. **5-inch pots, 8 to 12 inches, \$2.75. 5-gallon containers, 18 to 24 inches, \$6.50. 2 to 2½ feet, \$10.00.**

ALBA SUPERBA. (Rev. John G. Drayton). Large, semi-double pure white, with golden stamens. A fine grower, producing quantities of lovely informal blooms. **Gallon containers, 10 to 12 inches, \$1.00. Tubs, 3 to 4 feet, \$10.00.**

APPLEBLOSSOM. Lovely large single blossoms, with soft pink petals, delicately fragrant. Showy upright bush with distinct pointed foliage. **5-inch pots, 8 to 12 inches, \$1.50.**

CHANDLERI ELEGANS. One of the most beautiful of all Camellias. Flowers, often seven inches across, are rose pink, lightly splashed with white, and beautifully displayed on the bushes against a background of large, richly glossy leaves. One of these great blooms, with tufted center, makes a luxurious corsage. **Gallon containers, 8 to 15 inches, \$2.00. 5-gal., 18-24 inches, \$5.00; 2 to 2½ feet, \$7.50; 2½ to 3 feet, \$11.00.**

COLONEL FIREY. Glowing deep red, the large symmetrical double flowers are considered by many to be the finest red Camellia. The flowers are five inches across, freely produced. Rare. **5-inch pots, 8 to 12 inches, \$2.00. Gallon containers, 15 to 18 inches, \$3.00. 5-gal., 18 to 24 inches, \$6.50.**

ELENA NOBILE. Very showy flame red flowers, semi-double, with bright yellow stamens. Blooms late. **Gallon containers, 15 to 18 inches, \$1.50. 5-gal., 18-24 inches, \$3.50.**

EMPEROR OF RUSSIA. One of the showiest of all. Huge double flowers, five to six inches across, with very large waxy petals around a center of small recurved petals. Forms a beautifully rounded bloom of intensely brilliant scarlet. **Gallon containers, 12 to 15 inches, \$2.25. 5-gal., 18-24 inches, \$5.00.**

FANNY BOLIS. One of the largest and showiest of all, with broad outer petals of waxy texture, informally arranged; very deep red, marbled with white. Center petals narrow, with golden stamens. **Gallon containers, 15 to 18 inches, \$1.50. 5-gal., 18-24 inches, \$3.50.**

LOTUS. (Grandiflora Alba). Here is the giant white Camellia that causes a sensation wherever seen. Its flowers are like a large waterlily, with broad waxy white petals and a golden center. Very rare, and much in demand. **6-inch pots, 10 to 15 inches, \$4.50. 15 to 18 inches, \$6.00.**

KUMASAKA. Fanciers consider this the finest of the deep pink Camellias. The very large flowers are of rose form, with broad petals of deep rich rose color, fully double, with excellent keeping qualities. The tall, strong bushes are exceedingly free flowering. **Gallon containers, 10 to 15 inches, \$2.00. 5-gal., 2 to 2½ feet, \$10.00.**

PINK BALL. The prize variety of all the lighter pink Camellias, this is simply exquisite. Soft La France pink in color, very large, with broad outer petals and high center of smaller petals, sometimes interspersed with golden stamens. There is nothing more lovely for a corsage or for florists' use. Very rare. **5-inch pots, 8 to 12 inches, \$3.00; 12 to 18 inches, \$5.00. 5-gallon containers, 18 to 24 inches, \$6.50.**

PINK PERFECTION. The most popular variety, and a vigorous shapely shrub. The medium sized flowers are very regular in form, double, and clear light pink. **Gallon containers, \$1.00. Balled, or 5-gallon, 2½ to 3 feet, \$5.00.**

PURITY. The large flowers, double and symmetrical, are pure snowy white, sometimes showing golden stamens late in season. Fine corsage flower, and the most popular white Camellia. **Gallon containers, 10 to 15 inches, \$1.50. 5-gal., 18 to 24 inches, \$3.50; 3 to 3½ feet, \$7.50.**

ROSITA. Bright rose pink, symmetrical, broad petalled, double. Strong vigorous bush of rapid growth. **Gallon containers, 12 to 18 inches, \$1.00. 5-gal., 2 to 2½ feet, \$3.50; 2½ to 3 feet, \$4.75.**

We have one of the finest collections of Camellia varieties in the West, many not listed here. Those interested in Camellias should visit California Flowerland from November to May, to see them in bloom. Send us your name, and we will mail notices of blooming of rare varieties, also special lists as issued.

WAKANOURA VARIEGATED. The lovely single flowers have thick, glistening petals of exquisite texture, pure white, marked and splashed with vivid red. Some of the flowers on the same bush may have a rosy background and red markings. This flower is much like some of those seen in old Chinese paintings. Bushes strong and upright. **Gallon containers, 10 to 12 inches, \$1.50. 5-gal., 18 to 24 inches, \$3.50. See picture below.**



Camellias are not difficult to grow, succeeding everywhere on the Pacific Coast except in desert and high mountain regions. Plant them as ornamental flowering shrubs in shade or semi-shade, using plenty of leaf mold or peat in the soil.

California Flowerland Specialties and



These interesting flower spikes, all in tones of green almost arrange themselves.

Cosmos

YELLOW KLONDYKE

A striking new color in Cosmos. Similar to the rich orange colored Orange Flare, but a vivid and compelling butter yellow. Free blooming on long wiry stems. Plants are decorative in the garden, easily grown, reaching a height of four feet. Flowers fine for cutting. **Pkt. 25c.**

SEMI-DOUBLE ORANGE RUFFLES

A lovely companion to Orange Flare and Yellow Klondyke, its beauty enhanced by two or three extra rows of petals giving an airy, butterfly-like appearance to the intense golden orange blossoms. Early blooming, adding immensely to the beauty of any garden. **Pkt. 25c.**

Double Gaillardias

NEW CALIFORNIA FLOWERLAND

Easily grown annuals, these new double Gaillardias have a most beautiful range of colors,—gold, burgundy, mahogany, orange, violet, white, mostly with attractive bi-color effects. The flowers are large, round and fluffy, ideal for cutting. All colors mixed. **Packet 25c.**

Nierembergia

PURPLE ROBE

Several shades deeper violet blue than the popular Blue Cup Flower, this new selection will be welcomed also for its uniformity of color, which does not fade in hottest weather. **Pkt. 25c.**

NIEREMBERGIA, Purple Robe—Pkt. 25c



MARIGOLD—Mission Giant

Morning Glory

PEARLY GATES. Seemingly identical with the popular Heavenly Blue variety, but flowers are satiny white, with creamy throats. Plant with Heavenly Blue and Cornell or Scarlet O'Hara, for a red-white-and-blue effect. **Pkt. 25c.**

BELLS OF IRELAND

(MOLUCELLA LAEVIS)

A both curious and beautiful plant that is extremely interesting and decorative when made up in arrangements for the home. The stems curve just where you want them to go. On display in our store, arrangements have caused no end of comment and admiration. The two-foot stems are so surrounded with flaring, bell-shaped flowers there is little room for leaves. Flowers have a spicy odor. The stems, foliage and flowers are light green in color, the calyx delicately veined. Lasts several weeks in water, seeming almost to grow. Quickly blooms from seed sown in spring. **Pkt. 25c.**

Four New Marigolds

BUTTERBALL. Dwarf French Type. Most attractive addition to the Harmony type. A dwarf, compact little jewel, covered with flowers of soft butter yellow. As an edging it is ideal, growing not over eight inches tall, and in a bed it gives a beautiful mass of color. **Pkt. 25c.**

MELODY. Dwarf French Type. Similar to above but grows 12 to 15 inches high and is deep golden yellow in color. **Pkt. 25c.**

GOLDEN BEDDER. Dwarf Chrysanthemum Flowered Type. Plants of symmetrical, uniform habit, blooming very early and producing great quantities of long stemmed golden orange blossoms. **Pkt. 25c.**

MISSION GIANT. Yellowstone. Large growing, with 2½-inch flowers of double incurved chrysanthemum form. Clear golden yellow, so clean and rich, the blooms radiate an unbelievable brightness; wonderful cut flower. **Pkt. 25c.**

Phlox

RED GLORY

Gigantea annual type, and a new color to add to this set, which includes Salmon Glory and Rosy Morn. Richest bright red, with contrasting white eye, this giant flowered annual Phlox will make glowing, colorful beds and borders. **Pkt. 25c.**

ROSY MORN. 1941 All America Selection. Huge flower heads of brilliant rose with white eye. **Packet 25c.**

SALMON GLORY. Clear salmon-pink, white eye. See page 69. **Packet 25c.**

GIGANTEA. Art Shades Mixed. Many soft colors, giant flowers. **Packet 25c.**



Phlox Gigantea Red Glory, Pkt. 25c

California Glory Seed Collection

- 1 Packet New Double Gaillardias
- 1 Packet Gazania, Padre Daisies
- 1 Packet Zinnia, California Flowerland Pastel Shades
- 1 Packet Zinnia, New Navajo
- 1 Packet Rudbeckia, California Star

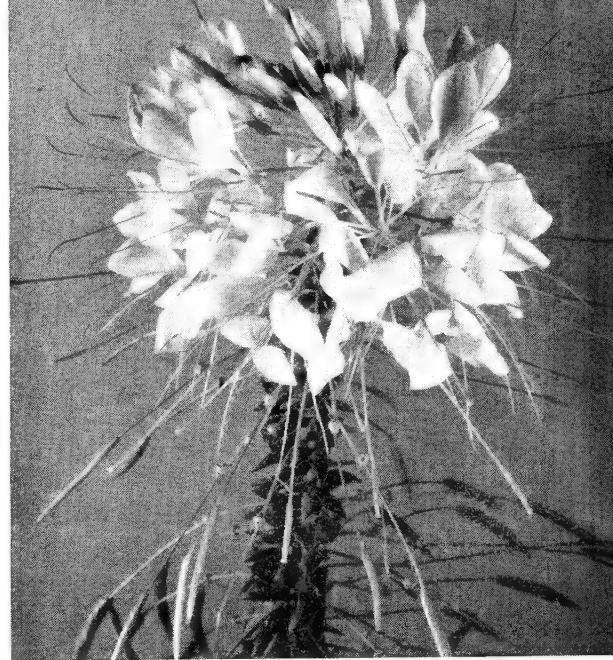
**5 Packets, \$1.25 value,
for \$1.00, postpaid**

Flower Seeds, 1942 Novelties, All America Selections

CLEOME — Pink Queen

SPIDER PLANT

Grows beautifully in any climate, practically never out of bloom, from spring until frost. The attractive plants grow four feet high, have huge heads of delightful, refreshing pink flowers, the bracts turning white before dropping, giving the appearance of a white color and pink cap. Grows easily in sun or part shade. **Pkt. 25c.**



SPIDER PLANT, Cleome Pink Queen

New Zinnias

CALIFORNIA FLOWERLAND PASTEL SHADES

Our own selection of giant flowered sorts, midway between the Dahlia Flowered and California Giants as to type, with flowers 5 to 5½ inches in diameter. Strictly a pastel mixture, it contains a wide range of delicate shades, including Soft Yellow, Cream, Old Gold, Light Pink, Apricot, Salmon, and White. Exquisite for cutting, and delightful for garden decoration. **Packet 25c.**

DAHLIA FLOWERED ZINNIA. Royal Purple. A distinct rich new color, deep rich royal purple without blue tones; supersedes Purple Prince. **Pkt. 25c.**

GAILLARDIA FLOWERED NAVAJO ZINNIAS. California Flowerland Selection. Lovely medium sized flowers, double and semi-double, with long narrow petals, some of which are incurved and fluted, and the most interesting color effects of all Zinnias. The petals are tipped white, cream or pale yellow, and the colors are brilliant—lilac, lavender, rose, pink, crimson, orange and yellow. **Packet 25c.**

Novelty Striped Zinnias

OLD GLORY. This is another new striped type, same size as The Clown, but brightly striped white and red. Produces about 75% true striped flowers. **Pkt. 25c.**

THE CLOWN. A gay and amusing new Zinnia, cheerily striped scarlet and gold. A new found jewel for the cutting garden, for the annual border, and most especially for flower arrangements. The 2½ to 3-inch blooms are ideally suited for use in the home. As with most striped flowers, there is some variation. **Pkt. 25c.**

Larkspur

KING TYPE

This type of larkspur is characterized by base branching habit, each plant sending up hollyhock-like spikes, covered with fully double florets composed of rounded broad petals, evenly and closely spaced. They are wonderful cut flowers. These two new colors are exquisite, and much in demand for decorative purposes.

LILAC KING. Fine rich clear lilac shade.

PINK KING. Lovely soft yet vibrant shade of salmon rose.

Pkt. 25c.



Rudbeckia—CALIFORNIA STAR

California Flowerland strain, of unusual beauty. A very beautiful, richly colored annual of recent introduction. Flowers are interestingly variable, of deep golden yellow, dark centered, some with a wide mahogany zone, some with two rows of petals, and others with twisted petals. Plants are easy to grow, neat and of upright habit, in bloom over a long season. Flowers are most artistic for cutting. **Pkt. 25c.**

Our wonderful Rudbeckia, California Star, long lasting cutflower

RUDBECKIA—Starlight

A selection from Kelvedon Star, entered in All America trials, and receiving Honorable Mention. Many of the flowers have three or more rows of petals. **Pkt. 25c.**

LARKSPUR LILAC KING
A grand cut flower. **Packet 25c.**

Gazania

Sow seed of this perennial any time of year.

CALIFORNIA FLOWERLAND NEW EVERBLOOMING PADRE HYBRIDS

A wonderful new everblooming strain of this showy flower, the result of six years' selection by Mr. Edward A. Howard. Beds of these Gazanias were in bloom constantly for 40 months in the Palisades Park in Santa Monica.

The flowers are twice the size of ordinary Gazanias, and range from cream, buff and yellow shades to deep orange, salmon, rose, and maroon, some oddly marked and zoned with olive green, brown or cinnabar red.

Gazanias require an open sunny position with good drainage. **Packet 35c.**

Arctotis

NEW HYBRIDS

Another of the lovely flowers from South Africa. The showy daisy-like flowers come in brilliant colors, orange and bronzy red shades predominating, but also lovely shades of rose, cream, yellow, and salmon. Of easy culture and great beauty, blooming for a long season. **Packet 25c.**



California Flowerland Choice Flower Seeds



Vast fields and trial beds of seasonal flowers make a spectacular sight at California Flowerland, and attest the quality of Paul J. Howard's California-grown flower seeds.

All seeds are sent prepaid anywhere in the United States. Please add 3% sales tax to all orders to be sent or delivered in California.

← Field of Paul J. Howard's Giant Pastel Zinnias, a gorgeous sight at California Flowerland last summer.

For cutting, there are no finer summer flowers than these beautiful Giant Pastel Zinnias, which include shades of cream, light and golden yellow, orange, pink, salmon, rose and old rose. **Packet 25c.**

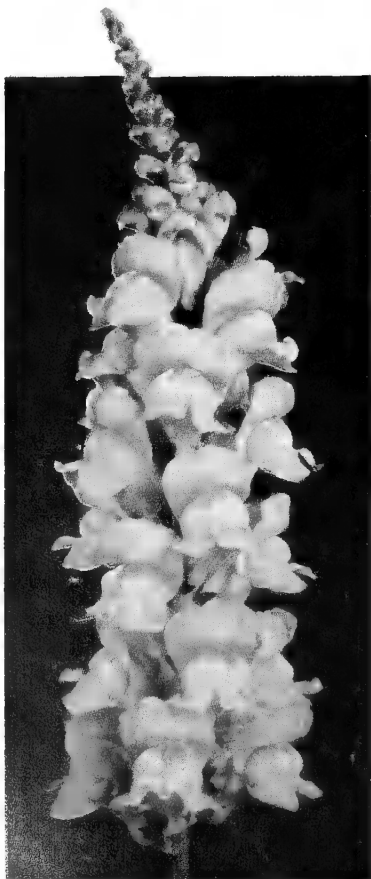
AGATHEA. Blue Marguerite. For borders and edging. Small blue daisy like flowers with yellow centers. **Packet 15c.**

AGERATUM

Floss Flower. Favorite bedding and border plant, blooming nearly the year round. Easily raised from seed either in fall or in spring.

Blue Perfection. 9 inches. The deepest blue bedding variety. **Packet 15c.**

Midget Blue. Very dwarf, with delicate fine foliage. True ageratum blue flowers. Uniformly dwarf and true to color from seed. **Packet 25c.**



SNAPDRAGON ROSALIE—Pkt. 25c

ANTIRRHINUM

SNAPDRAGON

Magnificent showy bedding plants, easily raised from seed, blooming from mid-winter until summer. They are splendid for massing in borders, and unexcelled as cutflowers.

We offer only the Rust Resistant strains, in the various types of Snapdragons, in a marvellous range of colors.

MAXIMUM TYPE (about 3 feet tall)

- Alaska.** Snowy white.
 - Campfire.** Luminous scarlet.
 - Canary Bird.** Bright yellow.
 - Cattleya.** Beautiful orchid color.
 - Copper Shades.** Including deep coppery orange and almost every possible coppery shade.
 - Crimson.** Fiery crimson.
 - Fair Lady.** Pearly pink.
 - Indian Summer.** Velvety orange-scarlet.
 - Loveliness.** Soft rose.
 - Salmon Rose shades.**
 - Finest Mixed of above.**
- Prices of Maximum Snapdragons: **Packet 25c.**
Five packets for \$1.00.

SUPER-MAJESTIC TYPE (1½ to 2 ft.)

A magnificent new group, with unusually fine flower spikes, for bedding and cutting.

- Autumn Glow.** Old rose suffused amber.
- Dainty.** Soft pink.
- Harmony.** Terra cotta and yellow shaded rose.
- Orange Shades.** Rose, overlaid golden orange.
- Red Shades.** Crimson, garnet and ruby.
- Rose Shades.** Shades of rich begonia-rose.
- Shasta.** Pure white.
- Silver Pink.**
- Finest Mixed.**

Prices of Super-Majestic Snapdragons: **Packet 25c.** Five packets for \$1.00.

ROSALIE. Rust-resistant Super Maximum type, with very large flowers, beautifully spaced on the spikes. The color is an intense rose-pink, with deeper center, suffused with gold. Plants have a strong central stem, with ten to twenty lateral spikes, especially fine for cutting. A fine border Snapdragon. **Packet 25c.**

DWARF MAGIC CARPET. A new dwarf or Tom Thumb variety of creeping habit, growing only six to eight inches tall, with masses of short flower spikes of soft pink, salmon, and orange-rose colors. Lovely for the foreground of a border planting, and for rock gardens. **Packet 25c.**

ALYSSUM

Sweet Alyssum. Useful for beds, baskets, boxes, and edgings; very sweetly scented.

Little Gem. Dwarf, compact, the best for borders and low beds. **Packet 10c; ¼ ounce 20c; 1 ounce 60c.**

Lilac Queen. Improved extra deep color. **Packet 15c; ¼ ounce 35c; 1 ounce 85c.**

Carpet of Snow. A new very dwarf variety not over 2½ inches high, exceedingly fine for low edgings, or among rocks, becoming a mass of pure white. **Packet 15c; oz. 75c.**

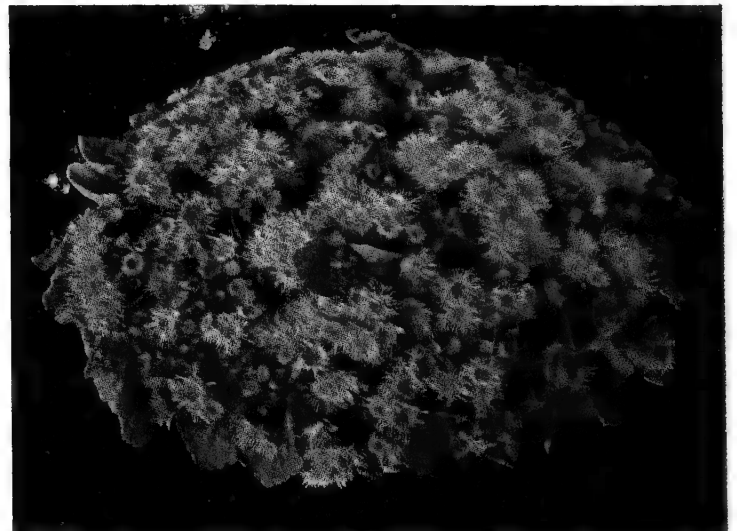
Little Dorrit. Very compact, 6-inches. **Packet 15c; oz. 75c.**

Violet Queen. Very dwarf compact plant, with pretty bright violet flowers of honey-like fragrance. Makes a showy carpet or edging plant. **Packet 25c; oz. \$1.00.**

ALYSSUM. Saxatile Compactum. Basket of Gold. Fragrant golden flower heads in masses on low growing plants. **Packet 15c.**

AMARANTHUS. Caudatus. Love - Lies - Bleeding. Forms a large branched plant about five feet high with curiously drooping flower tassels which look like crimson chenille. **Pkt. 10c.**
Molten Fire. Makes the most brilliant beds imaginable during the summer. The color of the leaves is so bright the plants suggest molten fire. **Packet 25c.**
Sunrise. Foliage bronzy crimson. **Packet 15c.**

ANCHUSA Italica. Dropmore Variety. Plants grow 3 to 4 feet high, with long loose sprays of brilliant blue forget-me-not flowers. Blooms over a long season. **Packet 15c.**



AGERATUM MIDGET BLUE—Pkt. 25c

California Flowerland *Asters*

GIANT CREGO WILT RESISTANT ASTERS

RE-SELECTED STRAIN. One of the most beautiful varieties, with huge double flowers of the Comet type, the petals being curled and twisted. Plants are strong, about 2½ feet tall, well branched, and produce their blooms on long straight stems, about mid-September. Our seed has been reselected for vigor, wilt-resistance, and lovely colors.

Azure Blue; Cattleya, fine lavender; Deep Rose, Peach Blossom, Royal Purple, Shell Pink, White, Mixed Colors.

Price: Pkt. 25c. Collection: 7 packets for \$1.00.

SUPER GIANT ASTERS (Wilt Resistant)

This is the largest and most fully double Aster grown, the flowers being 6 inches across, full petalled, and of the ostrich feather type.

EL MONTE. Giant flowers of fine rich crimson.

LOS ANGELES. Soft shell pink, blending to cream pink at center.

Price: Packet 25c.

GIANTS OF CALIFORNIA ASTERS

Immense fluffy flowers, with delicately curled and twisted petals, produced on long stiff stems, with no side stems. Plants grow 2½ to 3 feet tall, with fine foliage. One of the very best for bedding and for cutflowers.

Light Blue, Light Purple, Dark Purple, White, Pale Pink, Peach Blossom, Deep Rose, Mixed Colors. Price: Pkt. 25c; 5 packets for \$1.00.

GIANT CALIFORNIA SUNSHINE ASTERS

Fascinating flowers, 4-5 inches across, composed of a single row of broad outer petals surrounding a center disc of unique, quill-like golden yellow petals. Plants grow 2 to 3 feet tall, and bloom in September. **Rose, Pink, Lavender, Light Blue, Purple, White, Mixed Colors.** Price: Pkt. 25c.

SINGLE GIANTS OF CALIFORNIA ASTERS

Beautifully formed flowers, resembling giant Shasta Daisies, on strong stems. Much branched plants, splendid for the garden and for cutting.

Light Blue, Rose, White, Purple, Mixed.

Price: Pkt. 15c; 6 packets for 75c.

ANEMONE Giant French, Single Mixed.

(Bulbous). We offer a fine strain of seed of these favorite winter and spring flowering plants, in a colorful mixture of crimson, rose, blue, purple and white. **Packet 25c.**

AQUILEGIA. Columbine. Paul J. Howard's Long Spurred Hybrids.

Huge flowers on plants from three to four feet high.

Paul J. Howard's Long Spurred Hybrids, Mixed Colors. Packet 25c.

BALSAM. Symmetrical, fleshy stemmed plants for shady beds or growing in pots. The waxy, double blossoms resemble camellias, and the colors are bright. Scarlet, rose, salmon, white, lilac in mixture. **Packet 10c.**

BEGONIA. Semperflorens. Bedding type.

Prima Donna. Clear Pink.

Luminosa. Scarlet.

Snowball. Pure White. **Price: Packet 25c.**

BELLIS. English Daisy. Giant Double. Rose, Red, White or Mixed. **Packet 25c.**



CARNATIONS
Perpetual
Flowering

BEGONIA. Tuberous Rooted Double Camellia Flowered. Flowers of sensational beauty, brilliant colors ranging from white to deep crimson, delicate texture, heavy foliage, produced freely all summer and fall. Sow in January and February. **Packet \$1.00.**

CALENDULAS

CALENDULAS. Pot Marigolds. Easily grown, free flowering annuals, showy for bedding and favorites for cutting.

Orange King. Bright orange, dark eye, **Pkt. 10c.**

Lemon Queen. **Packet 10c.**

Ball's Gold. Very large deep golden yellow, dark center. **Packet 15c.**

Campfire. Extremely large flowers of deep orange, with scarlet sheen; long stemmed. **Pkt. 15c.**

Chrysantha. Buttercup yellow flowers with incurved petals loosely arranged, giving the effect of a chrysanthemum. **Packet 15c.**

Orange Sunshine. Chrysantha type flowers of bright orange. **Packet 15c.**

Orange Fantasy. Coppery orange, petals edged mahogany red. **Packet 15c.**

Yellow Colossal. Extra large flowered chrysantha type; very free bloomer. **Packet 25c.**

CALLIOPSIS. Gayly colored single flowers, resembling those of Coreopsis, but smaller, with delicate foliage. Flowers are zoned and marked with maroon and brown.

Tall. 2 to 3 feet. **Free flowering; masses of gold and brown and maroon flowers. Pkt. 10c.**

Dwarf Mixed. 18 inches. Splendid for low beds and borders. **Packet 10c.**

Golden Crown. Masses of showy semi-double flowers, rich orange yellow, with deep brown centers, fragrant, long stemmed; nice for cutting and for the garden. **Packet 25c.**

CANTERBURY BELLS

CAMPANULA CALYCANthemA. Cup and Saucer. Biennials. Tall, erect growing branching plants, covered with lovely cup and saucer-like flowers in early summer.

Deep Blue, Light Blue, Pink, White, and Mixed Colors. Packet 25c.

ANNUAL CANTERBURY BELLS. A valuable new strain that produces flowers six months after the seed is sown. Plants grow 2 to 2½ feet high, and bear 6 to 8 spikes of bells. They bloom almost continuously if kept cut.

Angelus Bell. Deep rose. **Blue Bell.** Cambridge blue. **Liberty Bell.** Deep violet blue. **Mission Bell.** Clear pink. **Wedding Bell.** Pure white.

Mixed Colors. Price: Packet 15c.

CAMPANULA PYRAMIDALIS. Chimney Bells. Perennials. Produces tall spikes, from 4 to 6 feet tall, covered with star-shaped flowers all summer. Excellent planted with Delphiniums in the background of the border.

White and Blue. Packet 15c.

CACTUS. All types and forms both large and small, easily raised from seed. **Packet 25c.**

ASTER—
Giant Crego
Wilt
Resistant



CANDYTUFT

Low growing annuals, with erect racemes of small fragrant flowers. For edgings, bedding, and cutting.

Carmine, Crimson, Flesh Pink, Lilac, White, Mixed Colors. Packet 15c; oz. 40c.

Giant White Hyacinth Flowered. Long heads of pure white flowers of large size. **Packet 15c; oz. 75c.**

CARNATION. Perpetual Flowering Giants. Very large fragrant flowers, on long stems, produced almost continuously. Splendid bedding and cutflower strain.

Blood Red, Canary Yellow, Mont Blanc—White, Salmon Glory, Rose King, Rose Queen, Rose Supreme, Spectrum Red, and Mixed Colors.

Mixed. Packet 15c.

Price: Packet of approximately 100 seeds, 25c.

CELOSIA

CELOSIA PLUMOSA. Feathered Celosia or Cockscomb. Showy annuals of distinction, bearing tall plummy flowerheads of brilliant colors. For massing in borders, and for cutflowers.

Crimson, Yellow, Mixed. Packet 15c.

Pride of Castle Gould. An extra select strain of bright colors in the Plummy Cockscomb. **Mixed Packet 15c.**

CHINESE WOOLFLOWER. Celosia Childsii. Plants grow like those of the plummy Cockscomb, 2 to 3 feet high, with many branches, each terminating in a large flower head like a ball of woolly yarn. **Crimson, Rose, Yellow, and Mixed. Packet 15c.**

CELOSIA CRISTATA. Crested Cockscomb. Dwarf Empress. Dwarf plants with dark foliage, about 1 foot high, rich crimson flower heads of large size. **Packet 15c.**

ROYAL VELVET. Flower heads of deep velvety red, bronze green foliage. **Packet 15c.**

CENTAUREA

CENTAUREA cyanus. Bachelors' Buttons. Favorite annuals, growing in any garden soil. We offer the giant double flowered strain, with more vividly colored flowers. **Blue, Rose, Mixed. Packet 10c.**

CENTAUREA Imperialis, Sweet Sultans. Beautiful flowers of thistle-like form, sweetly scented, produced on long straight stems, lovely for cutting. **Lavender, Rose, White, and Mixed Colors. Packet 15c.**

CENTAUREA Suaveolens. Yellow Sweet Sultans. Bright yellow flowers of exquisite form. **Pkt. 15c.**

CENTAUREA Candidissima. Dusty Miller. Low growing plant for borders and edgings, with greyish or silvery foliage and lemon-yellow flowers. **Packet 15c.**



Paul J. Howard's Double Coreopsis

CHIERANTHUS. Allioni. Siberian Wall-flower. A border or bedding plant with most dazzling fiery orange blossoms imaginable, borne on spikes about one foot high. **Packet 15c.**

CHRYSANTHEMUM. Annual Summer "Mums" or Painted Daisies. Bushy plants resembling Marguerites, with daisy-like flowers in many colors, with contrasting zones and centers. Easily grown, free-flowering, and splendid cutflowers.

Eldorado. Golden yellow with dark eye. **Pkt. 15c.**

Tricolor, Finest Mixed. Shades of yellow, bronze, scarlet, copper, rose, and purple. **Packet 15c.**

Double Annual Chrysanthemums. Showy and effective cutflowers that last well in water. **White, Yellow, Purple, Scarlet in mixture. Packet 15c.**

CHRYSANTHEMUM MAXIMUM — See Shasta Daisy.

CLARKIA. Attractive free flowering annual of easy culture, for bedding, borders and for cutting. Long leafy stems covered with dainty double flowers. **Apple Blossom, Carmine, Copper-Scarlet, Orange-Scarlet, Scarlet, Purple, White, and Mixed. Packet 15c.**

CLOME PINK QUEEN. Packet 25c. See Flower Seed Novelties, Page 63.

COLEUS. Flowerland Finest Mixed. A marvellous large-leaved strain of these beautiful foliage plants, for pot culture or bedding. The handsome leaves are marked with the richest colors imaginable, maroon, rose, purple, green, bronze and white. Our seed is selected from the finest types and colors. **Packet 50c.**

Rainbow Mixture. Strong plants, beautifully marked and variegated, about 2 feet high. **Packet 25c.**

COSMOS

For early summer flowering or for planting in fall for winter flowering choose early varieties. The late varieties make larger plants and are best for late summer and fall flowering.

EARLY MAMMOTH. Fine large flowers, crimson, pink, white, or mixed. **Packet 10c.**

EXTRA EARLY DOUBLE. Crimson, pink, white, mixed. **Packet 25c.**

LATE DOUBLE CRESTED. Pink, crimson, white, and mixed. **Packet 25c.**

COSMOS SENSATION. The flowers are mammoth in size, 4 to 5 inches in diameter, with broad, fluted petals carried on very long stems. It is extremely early flowering, blooming in ten weeks from the time of seeding.

White, Rose, Pink, and Mixed. Packet 15c.

COSMOS Klondyke Orange Flare. Very early. The color is the same vivid orange of the ordinary variety Klondyke. **Packet 25c.**

Cosmos Semi-Double Orange Ruffles. Packet 25c. See Flower Seed Novelties, Page 62.

CYCLAMEN Persicum Giganteum. Finest varieties of imported strains in mixture. **Packet of 10 seeds, 35c; 100 seeds, \$2.50.**

COREOPSIS. Mayfield Giant. Early blooming variety, with deep golden flowers of large size. **Packet 15c.**

Coreopsis. Double Sunburst. Flowers are double, clear golden yellow, and 1½ to 2 inches across. They are splendid for cutting, and excellent keepers. Plants are easily grown and come about 80% true double. **Packet 25c.**

CYNOGLOSSUM Amabile. Chinese Forget-me-not. Produces long sprays of bright blue blossoms, like Forget-me-nots. Easily grown, about 18-24 inches tall, and blooms over a long season. **Packet 15c.**

Firmament. A dwarf form with flowers of rich Forget-me-not blue. Excellent for borders, edgings, and rock gardens, does well in poor soil. **Packet 25c.**

DAHLIAS. Selected Prize Winning Strains. Cactus Mixed. Choice mixture of fine colors. **Packet 50c.**

Show and Hybrid Show, Double Mixed. Packet 50c.

Coltess Hybrids, Mixed. Dwarf plants of bushy form, with showy single flowers, yellow centered. Splendid for bedding. **Packet 25c.**

California Flowerland Dwarf Double Dahlias. These splendid bedding Dahlias are as colorful as Zinnias, and just as easy to grow from seed. Plants grow about two feet high, and flower over a long period. Colors include orange, red, scarlet, salmon, pink, and rose, also yellow shades. Mixed Colors only. **Packet 25c.**

DELPHINIUM. See page 70.

DIANTHUS

Annual Pinks.

Favorite, old-fashioned plants for borders and bedding, with brightly colored flowers of spicy fragrance. They are very easily raised from seed, and as most varieties are biennials, usually bloom a second season.

DIANTHUS HEDEWIGI. Chinese Pinks. Fine large double flowers, on strong, upright stems. White, pink rose, scarlet, in a showy mixture. **Packet 15c.**

DIANTHUS LACINIATUS SPLENDENS. Showy, brilliant flowers, 2 inches or more in diameter, of bright crimson with large, boldly contrasting white eye, the petals finely cut into a lace-like fringe. Plants are strong, free-flowering, easily grown, and most satisfactory in the garden. **Packet 15c.**

DIANTHUS SWEET WIVELSFIELD. Resembles Sweet William, but the flowers are much larger and come in a much wider range of color. Very early flowering, and most satisfactory for bedding. **Packet 15c.**

DIANTHUS. Annual Sweet William. A new annual strain of the charming old-fashioned Sweet William, with spicy fragrance and brightly variegated flowers in many color combinations. **Packet 15c.**

Perennial Pinks

DIANTHUS Plumarius. English Clove Pink. Beautiful and varied mixture, blooming over a long season, very fragrant. **Single Mixed. Packet 15c. Double Mixed. Packet 15c.**

DIDISCUS. Blue Lace-Flower. The lacy blue blossoms on long stems are popular as cut-flowers. **Packet 15c.**

DIGITALIS. Foxglove.

The Shirley. A very large flowered variety in many rich colors spotted with brown. **Packet 15c.**

DIMORPHOTHECA. African Golden Daisy. Showy annuals for bright beds of color. **Golden West. Bright golden yellow. Packet 10c.**

Aurantiaca. Rich orange. Packet 10c.

Salmon Beauty. Soft salmon-pink. Packet 10c. Mixed. All colors. Packet 10c; ¼ oz. 40c.

DIMORPHOTHECA Eklonis. Blue African Daisy. Bluish white daisies, with centers of deep blue. Long stemmed, fine for cutting; nearly everblooming. **Packet 25c.**

DIMORPHOTHECA Spectabilis. A splendid new hybrid, valuable for hot dry places, both for bedding and cutting. Daisy-like flowers of deep pink, with shiny black centers, the flowers about 2 inches across, are produced almost the year round. Blooms the first year from seed. **Packet 25c.**

ESCHSCHOLTZIA. California Poppy. See Poppies.

GAILLARDIA

GAILLARDIA. Paul J. Howard's Double Annual Gaillardias. Very fluffy, large double flowers in the richest shades of orange, salmon, rose, scarlet, maroon, gold and yellow, mixed. **Packet 25c.**

Indian Chief. Single flowers of rich bronze mahogany. **Packet 15c.**

PERENNIAL GAILLARDIA

Portola Hybrids. Shades of bronze red, golden tipped. Very robust grower. **Packet 25c.**

Burgundy. New coppery red, tall growing. **Packet 25c.**

PADRE DAISIES

GAZANIA. Howard's New Everblooming Padre Hybrids. Splendid new strain, with gorgeous large flowers in art and pastel shades, oddly marked and shaded. Strong robust plants, variable as to habit of growth, form, foliage and flowers. Plants produced from this strain bloomed constantly for 40 months in the Santa Monica parks. **Packet 35c.**

GERBERA. California Flowerland Hybrids. Transvaal Daisies. Very large, graceful flowers on long stems, with long narrow petals surrounding the center discs, which are sometimes of contrasting color. Color range includes all shades of crimson, rose, coral, orange, yellow and cream. They bloom summer and winter, and last well in water. **Packet of 35 seeds 25c; 100 seeds 60c.**

GEUM. Fine hardy perennial for the border and for cutflowers, with long stems and lovely double flowers. Blooms all summer.

Mrs. Bradshaw—Double Red. Large double flowers of bright orange scarlet. **Packet 15c.**

Lady Stratheden. Double golden yellow. **Packet 15c.**

Orange Prince. Semi-double, fluffy flowers of reddish orange. **Packet 25c.**

GLAUCIUM. Horned Poppy. Strikingly beautiful, large, glistening orange, and orange yellow flowers are produced in profusion on robust plants, 2½ to 3 feet high. They are lasting as cutflowers. **Packet 15c.**

GODETIA

Attractive, showy annuals especially suited to half-shady locations. They have become deservedly popular as cutflowers because of their lasting qualities and bright, azalea-like flowers.

Duke of York. Single flowers of crimson, with white center. **Packet 15c.**

Kelvedon Glory. New. Glowing salmon orange. Semi-dwarf, fine for bedding. **Packet 15c.**

Delicata. Semi-dwarf plants covered with masses of rose pink single flowers, shading to blush pink. **Packet 25c.**

Dwarf Double, Mixed Colors. Packet 15c.

Tall Double, Mixed Colors. Packet 15c.

CYPSOPHILA. Baby's Breath. For mixing in bouquets.

Paniculata. Perennial. Single white. Packet 15c.

Paniculata. Double Snow white. Packet 25c.

CYPSOPHILA. Baby's Breath. London Market. Extra large, pure white flowers. Grows easily, blooms profusely. **Packet 10c; oz. 40c.**

HELIANTHUS. Autumn Glory.

Angustifolius. Tall growing. Showers of golden yellow flowers with black centers. Very showy and fine for cutting or display in the garden. **Packet 15c.**

HELIOTROPE. Fragrant lilac and purple flowers. Seed from choicest new varieties. **Packet 15c.**

HOLLYHOCKS

Showy, tall growing perennials for the border. If sown in the fall, they will flower in spring. We offer three fine strains.

GIANT ENGLISH DOUBLES

Chamois	Salmon
Deep Rose	Scarlet
Maroon	Yellow
Newport Pink	White

Packet 15c.

Single Early Flowering. Large, hibiscus-like flowers of satiny texture. Pink, Rose, Scarlet, Maroon, Chamois, Yellow, White, and Mixed Colors. Packet 15c.

Double Begonia Flowered, Pastel Mixed. Grows about 5 feet tall, with huge double fringed flowers, 4 to 5 inches across. Lovely light pastel shades. Packet 25c.

HUNNEMANNIA. Mexican Tulip Poppy. Single Yellow. Packet 15c.

SUNLITE (New). Semi-double. Yellow. Packet 25c.

IPOMEA

MORNING GLORY

PEARLY GATES. New White Morning Glory. Packet 25c. See Flower Seed Novelties, page 62.

GIANT CORNELL. Giant flowers of intense crimson red, with white border. Of rapid growth, free flowering, blooming continuously until late fall. Packet 25c.

HEAVENLY BLUE. Large flowers of deep sky blue, shading lighter toward the center. Early, free flowering, remains open all day. Packet 25c.

SCARLET O'HARA. A sensational annual climber, early flowering, covered with gorgeous big velvety red blooms, 3½ inches across, from July until autumn; fine, distinct foliage. Packet 25c.

MOONFLOWER. Night blooming, with white flowers. Packet 15c.

LARKSPUR

LARKSPUR. Cockade Type. An improved strain of the base branching Giant Imperial Larkspur, producing a more symmetrical plant, with taller flowering spikes and closer spaced double florets. Showy and beautiful for massing in the garden, and exquisite for cutting.

Blue Cockade. Rich lilac-blue.

Cinnebar Cockade. Brilliant rose.

Rose Cockade. Salmon rose.

Pink Cockade. Light salmon pink.

Sapphire Cockade. Deep lilac.

Violet Cockade. Rich violet purple.

White Cockade. Pure white.

Cockade Mixed. A balanced mixture consisting of the above named varieties.

Price: Packet 25c; 5 packets for \$1.00.

Lilac King. See Flower Seed Novelties, page 63.

Salmon King.

LOBELIA

For borders and low edgings of deep blue there is nothing that equals the Lobelias, which are always covered with flowers from early spring until frost. The trailing kinds are beautiful hanging basket, window box and pot plants.

LOBELIA. Cambridge Blue. Fine large-flowered light blue; bright green foliage; compact plants, for borders and pot culture. Packet 15c.

LOBELIA COMPACTA CRYSTAL PALACE. Rich dark blue, dark foliage. Packet 15c.

LOBELIA COMPACTA EMPEROR WILLIAM. Bright cornflower blue, light green foliage. Packet 15c.

LOBELIA COMPACTA MRS. CLIBRAN. Bright blue with white eye, green foliage. A very desirable variety. Packet 15c.

LOBELIA PENDULA HAMBURGIA. A graceful trailing type for baskets, boxes and pots. Sky blue, white eye. Packet 15c.

MIGNONETTE. Prized for its fragrance. Ours are the finest florists' strains, for cut-flowers.

Machet Golden. Rich yellow.

Machet Goliath. Large red spikes.

New York Market. Unusually large spikes of bloom, creamy white and gold.

Price: Packet 15c.

MARIGOLDS

TALL AFRICAN MARIGOLDS

An especially fine tall branching strain, with plants growing 3 feet high, and bearing huge, double quilled flowers 4 to 5 inches across. Very free flowering, beautiful for massing and cut-flowers.

GOLDEN EMBLEM. Clear golden yellow, mid-way between lemon yellow and orange. Packet 25c.

ORANGE, All Double.

LEMON, All Double.

MIXED, All Double.

Price: Packet 25c.

CHRYSANTHEMUM FLOWERED MARIGOLDS

Early flowering, bearing flowers of several distinct types, some with quilled and incurved petals, others flat-petalled, all on long stems, fine for cutting.

GOLDSMITH. 1941 All-America Selection. Giant golden orange flowers, very full and double. Strong bushy plants, 3 to 4 feet high, free flowering and early. Packet 25c.

AMERICAN BEAUTY ORANGE. Packet 25c.

AMERICAN BEAUTY YELLOW. Packet 25c.

CROWN OF GOLD. Entirely new and different type of flowers, having a cushion center made up of slender interlaced petals, surrounded by broad ray petals, of a vivid self-orange; fragrant. Plants are free flowering, about 2½ feet high, and the foliage is free of the usual pungence. Packet 25c.

SUNSET GIANTS. The largest flowering of all Marigolds, the blossoms averaging 5 inches across, some attaining a size of 7 inches. Flowers are fragrant, loosely formed, very full centered, with broad, heavy petals gracefully overlapping. They range in color from deep golden orange, golden yellow, light yellow, to primrose yellow. Packet 25c.

DWARF FRENCH MARIGOLDS

The Dwarf French Marigolds are symmetrical plants of dwarf, compact habit, with a wide range of colors. They have a long blooming season, and are splendid for borders and edgings.

POT O' GOLD. Dwarf Gigantea Type, and the earliest Marigold to bloom, free flowering over a period of 7 to 8 weeks. Huge golden orange flowers with broad overlapping petals, on strong stems. Packet 35c.

SCARLET GLOW. All-America Award for 1941. The largest and brightest red Dwarf French Marigold. Flowers are bronzy red, some shaded russet and gold. Compact plants. Packet 25c.

SPRY. Lilliput French type, extra dwarf and compact, 9 inches high. Early, very free flowering, with flowers of bright orange-yellow, crested in the center, and surrounded by broad outer petals of maroon. Blooms in 9 weeks from seed. Packet 25c.

EARLY HARMONY. Charming and distinct type, with scabiosa-formed flowers having an orange crest and collarette of broad, velvety maroon petals. Plants are dwarf, compact, and extremely free flowering. Packet 15c.

DWARF DOUBLE MIXED. All shades of yellow, orange, and brown. Packet 10c.

SINGLE FRENCH MARIGOLD—Legion of Honor. Single, golden yellow flowers marked with brown at the base of each petal. Packet 10c.

MINIATURE MARIGOLD

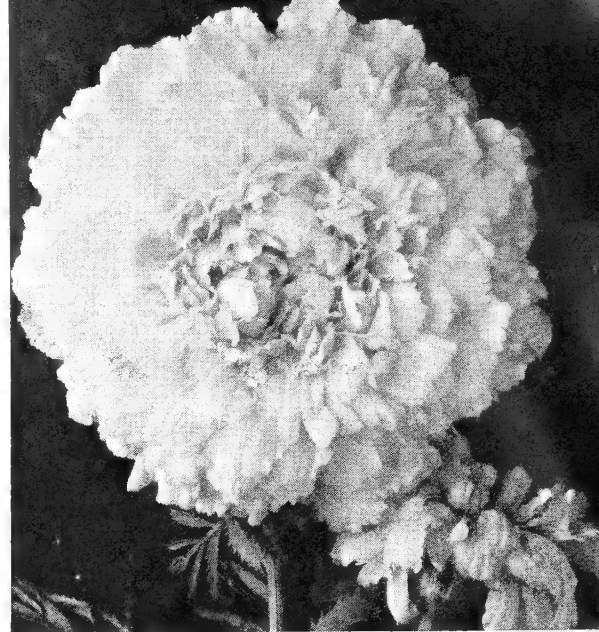
TAGETES SIGNATA PUMILA. Very compact, bushy little plants, literally covered with small star-shaped bright yellow flowers. Excellent summer and fall flowering border plants. Packet 15c.

FOUR NEW MARIGOLDS. See Flower Seed Novelties, page 62.

MIMULUS. Queen's Prize. A large flowering variety of Monkey flower in shades of yellow, orange and pink, spotted maroon. For shady and half shady places. Packet 25c.

MYOSOTIS. Forget-Me-Not. They bloom the first year if seed is sown early, in cool, moist situations.

Blue Bird. The finest variety, strong growing, free flowering, shapely and of the richest deep blue. Packet 25c.



MARIGOLD SUNSET GIANT

NASTURTIUMS

DOUBLE GLEAM HYBRIDS

The flowers are large, fragrant, double and semi-double, of beautiful form and bright colors. Plants are of strong, vigorous growth, semi-tall, and free flowering,—splendid for beds, borders and for ground covers.

GOLDEN GLEAM. Double, golden yellow flowers, sweet scented; bright green foliage.

MOON GLEAM. Soft primrose yellow; large, perfectly formed.

ORANGE GLEAM. Very large flowers of deep golden orange, shaded darker at the center. Sweet scented; free flowering.

SALMON GLEAM. Delicate golden salmon, long stemmed.

SCARLET GLEAM. Immense flowers of brilliant scarlet.

GLEAM HYBRIDS. California Flowerland Mixture. A wonderful mixture of glorious colors, golden yellow, buff, orange, salmon, scarlet, crimson, and rose; large fragrant flowers, double and semi-double, long stemmed, with fine bright green foliage.

DWARF DOUBLE GOLDEN GLOBE. Identical in color with the popular Golden Gleam, vivid golden yellow. Plants are uniformly dwarf and compact, free-flowering thruout the season. For edgings, borders, window boxes, etc. Price of the above, Packet 15c; oz. 35c; 1-lb. \$1.75.

INDIAN CHIEF. A gorgeous new Double Gleam Nasturtium, with brilliant scarlet flowers and dark foliage. Fragrant and long-stemmed; free flowering. Packet 15c; oz. 50c; 1 lb. \$3.00.

DWARF NASTURTIUMS

Compact plants with large blossoms, the best for bedding.

PAUL J. HOWARD'S DWARF. Mixed. Packet 10c; 1 ounce 25c.

TALL OR TRAILING NASTURTIUMS

Indispensable in the garden to cover fences, etc., and for window boxes and pots.

PAUL J. HOWARD'S TALL MIXED. A special mixture of all of the better colors. Packet 10c; 1 ounce 25c.

NICOTIANA

Sweet Scented Tobacco. Easily grown annual plants, with masses of star-shaped blossoms resembling petunias, but with longer tubes. Very fragrant, particularly at night. Effective in the border.

White. The tallest and most fragrant. Packet 15c.

Crimson King. Dark velvety crimson. Packet 15c.

Hybrids Mixed. All shades. Packet 15c.

BLUE CUP FLOWER

NIEREMBERGIA coerulea. Very dwarf, compact little border plant, with grey-green foliage, and masses of lovely cup-shaped flowers of lavender blue. Almost everblooming. Packet 25c.

Purple Robe—See Flower Seed Novelties, page 62.



CALIFORNIA FLOWERLAND GIANTS OF CALIFORNIA PETUNIAS

COMPACT BEDDING PETUNIAS

Compact, free flowering plants, about 12 inches high, blooming from early summer until late fall. For showy borders, edgings, and for pot culture, these Dwarf Petunias are unequalled.

TWINKLES. Masses of small, bright rose flowers, starred and marked with white. Free flowering, compact; a striking bedding sort. **Packet 15c.**

CELESTIAL ROSE. (Improved Rose of Heaven). Fine rosy pink, showy and free-flowering. **Packet 15c.**

CREAM STAR. 1940 All-America Selection. Unique star-shaped flowers of creamy white, deepening to bright golden yellow in the throat. Dwarf bushy plants of uniform habit of growth. **Packet 15c.**

SALMON SUPREME. A recent All-America Selection, with small bright flowers in great profusion, of lovely salmon rose, changing to soft salmon-pink as the flowers age. **Packet 25c.**

ROSY MORN. Popular clear rose pink, with white throat, showy and satisfactory for bedding. We offer an improved strain. **Packet 15c.**

GLOW. Dazzling carmine-red. Fast becoming most popular in this group. **Packet 25c.**

HEAVENLY BLUE. An improved Silver Blue. **Packet 15c.**

KING HENRY. Rich velvety red. Flowers larger than the others in this group, very showy. **Packet 25c.**

VIOLACEA, deep velvety violet. **Packet 15c.**

CALIFORNIA FLOWERLAND PRIZE PANSIES

Pansies from Paul J. Howard's Prize strain of seed have been sensational wherever shown. The huge size and rich colorings of their blossoms and the length of their stems have given them premier place.

PAUL J. HOWARD'S SUPER SWISS GIANTS. These are most popular of all for show purposes, for gorgeous beds and for use as cut flowers in corsages or bowls. They are of huge size, with long stems, and display a range of color not found in any other type. This is the original true strain, highly improved. **Packet 50c.**

PENSTEMON. Hybrid Gloxinoides. One of the showiest perennials, lovely for the garden and equally fine as a cutflower. Shiny clean foliage and graceful tall sprays of bright flowers over a long season. Plants bloom the first year from seed.

Carmine Shades, Red Shades, Violet Shades. **Packet 25c.**

Castle Forbes. (Gentianoides). Very large flowers of vivid carmine, with conspicuous white throat. **Packet 25c.**

Miniature Hybrids. Graceful sprays, covered with miniature flowers in a wide range of colors. Early, free flowering. **Packet 25c.**

TALLER BEDDING PETUNIAS

Strong plants of spreading growth, free flowering throughout the season, and suited to large areas and borders. They are easily grown from seed in ordinary soil, in a sunny open position.

RADIANCE. All-America Selection for 1941. Brilliant cerise-rose with yellowish throat veined brown. Blooms very early and continuously. Strong branching plants. **Packet of approximately 200 seeds, 25c.**

BLUE BEE. Violet blue, the nearest to a true blue of any Petunia. **Packet 15c.**

GENERAL DODDS. Bright crimson of velvety texture. **Packet 15c.**

MIXED BEDDING PETUNIAS. Fine mixture of bright shades. **Packet 15c.**

BALCONY PETUNIAS

Balcony Petunias are of trailing habit, for covering banks, and for training on lattice, fences, etc., and for window boxes, baskets. We offer three separate colors, crimson, rose, violet, and mixed. **Packet 15c.**

MINIATURE PETUNIAS

A new and distinct strain of Petunias. The compact, ball-shaped plants grow only 6 inches high, with deep green foliage, are completely covered with large, bright flowers, 2 inches in diameter. An exceptionally fine sort for edgings, borders, and rock planting.

BRILLIANT ROSE GEM. Rich deep rose, with slight suffusion of scarlet. Very free flowering, the plants being literally covered with blooms. **Packet 25c.**

PINK GEM. Rounded plants not over 4 inches high, smothered with small light pink flowers. **Packet 25c.**

VIOLET GEM. 1941 All-America Selection, Honorable Mention. True miniature plants, dwarf and compact, covered with violet-blue flowers throughout the summer. Fine clean dark foliage. **Packet of approximately 200 seeds, 25c.**

WHITE GEM. Pure white. **Packet 25c.**

RUFFLED DWARF PETUNIAS

A splendid new strain of the nana compacta Petunias, of low, stocky growth, 4 to 12 inches high, very free flowering, excellent for borders and bedding. Flowers are 2 to 3 inches across, beautifully waved and fringed, and come in lovely colors.

BETSY ROSS. Gayly striped rose and white, deeply ruffled. **Packet 25c.**

MARTHA WASHINGTON. The finest and most free flowering of its type, the compact plant covered with frilled blooms 3 inches in diameter. Flowers are blush pink, with wine-red veins deepening to dark violet in the throat. **Packet 25c.**

GENERAL WASHINGTON. New. Rich velvety amaranth red, with glistening reddish black throat. Three-inch, heavily ruffled flowers. **Packet 25c.**

RUFFLED DWARF MIXED. New colors in the Martha Washington type, with ruffled flowers in color range much like the Giants of California. **Packet 25c.**

CALIFORNIA FLOWERLAND

Petunias

America's Most Popular Garden Flowers

GIANT RUFFLED PETUNIAS

With Large Veined Throats

ENCHANTRESS. Giant ruffled flowers of bright tyrian rose, white throated and heavily veined. **Packet 35c.**

MARILYN. New shade of rich salmon. **Pkt. 50c.**

RUFFLED MAMMOTH MIXED. Choice mixture of many colors, with veined throats. **Packet 35c.**

PAUL J. HOWARD'S GIANTS OF CALIFORNIA. The largest flowered strain of Petunias, containing lovely color range. The flowers are beautifully ruffled and fringed. Plants compact, dwarf in habit. **Packet 50c.**

LARGE FLOWERED SINGLE FRINGED PETUNIAS

The large, rounded, double flowers, with lacy fringed petals, are excellent for cutting. The plants are of fine habit for beds or for pots.

DAINTY LADY. Lovely flowers of medium size, daintily fringed. The color is clear light yellow, deepening to golden yellow at the throat. Plants are neat, compact, semi-dwarf, and very free flowering. A splendid sort for bedding, borders, window boxes, and for cutting. **Packet 50c.**

PINK TRIUMPH. Bright rose pink, beautifully frilled. **Packet 25c.**

SCARLET BEAUTY. The best brilliant red, fringed, suffused with rose and veined with deep crimson. **Packet 25c.**

SETTING SUN. Brilliant scarlet rose, on dwarf, spreading plants. **Packet 25c.**

STEEL BLUE. Rich steel blue veined with deeper blue. **Packet 50c.**

THEODOSIA. Bright rose pink with golden throat veined with black. Deeply fringed and one of the finest for beds, pots, and boxes. **Packet 25c.**

VIOLET FRINGE. Immense velvety violet with deeply fringed edges. **Packet 25c.**

WHITE BEAUTY. Beautiful snowy white, faintly veined with green in the throat, distinct and fine. **Packet 25c.**

FLUFFY RUFFLES, MIXED. We offer seed from the original strain of Fluffy Ruffle Petunias, so ruffled and frilled that the flowers have the appearance of being double, with white throat, heavily veined. This is a well balanced mixture of pink and white, rose, salmon and crimson shades, and light blue. **Packet 50c.**

GIANT DOUBLE PETUNIAS

BLUE BROCADE. Rich violet blue flowers of the Giant Double Fringed type. An All-America Selection for 1941, and one of the finest introductions in recent years. **Packet, \$1.00.**

WHITE MADONNA. Giant double pure white flowers, deeply fluted and fringed, and very fragrant. Strong plants, much branched, producing many flowers on stems longer than usual in Petunias. An exquisite flower for cutting. **Packet \$1.00.**

CALIFORNIA FLOWERLAND ALL DOUBLE GIANTS. A select strain of Giant Double Ruffled and Fringed Petunias, in the most desirable colors, which will produce more than 90% double flowers, the balance being huge ruffled singles. **Packet \$1.00.**

GIANT DOUBLE PETUNIAS. A fine strain of Double Mixed Giants, with extremely large full double flowers in a splendid range of colors. **Packet 50c.**

California Flowerland Portulaca

The most brilliant, low-growing ground cover we know. Easily grown from seed, coming into bloom six weeks after sowing. The soft green, moss-like plants are completely covered with small rose-like flowers of vivid rose, scarlet, orange and yellow. For banks, parkways, and low borders, this is the brightest and most attractive little plant.

Single, Mixed Colors, Packet 15c; ¼ ounce 35c.

Double, Mixed Colors, Packet 25c; ¼ ounce \$1.00.

ANNUAL PHLOX—Phlox Drummondii

Unexcelled for a continuous show of color in the garden, and for cut-flowers for the house. They are easily grown from seed.

GRANDIFLORA PHLOX

Flesh Pink, Rose, Crimson, Scarlet, Lilac, Violet, White, and Mixed.

Price: Packet 15c; 6 packets for 75c.

DWARF PHLOX

Grows four to six inches high, ideal for low beds and borders.

Fireball. Scarlet.

Snowball. Pure white.

Choice Mixed. All colors, including rose, pink, and other shades.

Price 25c per packet.

PHLOX GIGANTEA. See Flower Seed Novelties, Page 62.

PHYSALIS FRANCHETTI. Chinese Lantern Plant. Decorative burnt orange lantern-like pods. Packet 15c.

PHYSOSTEGIA VIRGINICA. False Dragon Head. Close set flower spikes. Rosy lilac or white. Packet 25c.

PRIMULA. Primrose.

Obconica. Large flowered in shades of red, rose, pink and white. Finest mixed. Packet 50c.

RICINUS. Castor Bean Tree. Used as a screen and for ornamental purposes.

ZANZIBARIENSIS. Tall Mixed. Packet 10c; oz. 25c.

All Varieties Mixed. Packet 10c, oz. 25c.

RUBBECKIA

HIRTA. Black Eyed Susan. Golden yellow, dark center. Packet 25c.

BICOLOR SUPERBA. Large golden yellow. Petals spotted brown. Packet 25c.

CALIFORNIA STAR. Packet 25c. See Flower Seed Novelties, page 63.

SALPIGLOSSIS, Emperor. Velvet Flower or Painted Tongue. Showy, trumpet-shaped flowers of large size and velvety texture, richly colored and veined. Plants grow 2 to 2½ feet high, and bloom all summer. Splendid for flowerbeds and for cutting.

Bright blue and gold. Golden yellow.

Rose and gold. Velvety red.

Crimson and gold. Finest Mixed Colors.

Price: Packet 15c.

Phlox Gigantea, Salmon Glory. See Flower Seed Novelties, page 62.



Field of our showy Double Portulaca



CALIFORNIA POPPY Eschscholtzia

The Golden Poppy of California, and one of the best known and most widely sown annuals. Will grow anywhere, producing a brilliant display of gold and orange in spring.

AURANTIACA. The True California Poppy. Packet 10c; oz. 35c; 1 lb. \$3.00.

NEW HYBRIDS, MIXED. Wonderful new shades of orange, salmon, scarlet, cream and yellow; many frilled flowers. Packet 15c; oz. \$1.25.

NEW DOUBLE CALIFORNIA POPPIES CALIFORNIA FLOWERLAND CHOICE DOUBLE MIXED. Orange, yellow, white, rose shades, in a well balanced mixture. Packet 25c; oz. \$1.50.

ICELAND POPPY

Papaver Nudicaule

A lovely Poppy, exceedingly fine for cutflowers, lasting well when cut, and in great demand by florists.

EMPEROR. The finest orange sort, with extremely large fluted petals.

EMPRESS. New giant flowered salmon rose and pink shades.

YELLOW WONDER. The largest flowered yellow, with very long stems.

WHITE WONDER. Huge white flowers, showy yellow stamens.

CALIFORNIA FLOWERLAND HYBRIDS, Mixed Colors. An exceptionally fine strain of Iceland Poppies, giant flowered, including shades of yellow, orange, salmon and rose pinks, and white. Price: Packet 25c.

POPPY, Oriental. Huge flowers in brilliant shades, with showy stamens. Plants die down after blooming and form new crowns. **Salmon, Scarlet, White, or Mixed.** Packet 25c.

SCABIOSA PINCUSHION FLOWER

One of the most attractive summer flowering annuals for cutting and bedding; 2 to 3 feet tall, growing in ordinary soil and any sunny situation. Blooms continuously if not allowed to go to seed. Large round flowers, the stamens forming a dense head, surrounded by flat petals, on long stiff stems. The new strains are particularly lovely, with large flowers formed of wavy petals, in soft pastel shades.

BLUE MOON. Imperial Giant Strain. Very large flowers of rich lavender-blue, with broad wavy petals. Packet 25c.

PEACE. Pure white, perfectly formed flowers. All-America Selection for 1941. Packet 25c.

ROSETTE. Beautiful deep rose, suffused with salmon; especially fine as a cutflower. Packet 25c.

Azure Fairy, Blue Cockade, Crimson, Rose, Snow White, Ageratum Blue, Blackish Maroon, Salmon Shades, Peach Blossom Pink, and Mixed Colors.

Price of above Colors: Packet 15c.

PERENNIAL SCABIOSA

SCABIOSA Columbaria. Lovely large flowers on heavy wiry stems, pink and lavender shades. Splendid for cutting, lasting a long time in water. Packet 25c.

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SALVIA—Sage

HARBINGER. Scarlet Sage. Blooms very early, from June until late fall. Compact, about 16 inches tall, with spikes of bright blooms. Packet 25c.

BLUE SALVIAS

Farinacea. Tall shrubby plants for massing in borders and among shrubbery, blooms almost continuously. Slender spikes of bright blue flowers. Packet 25c.

Azurea grandiflora. Sky blue flowers. Height 2 to 3 feet. Packet 25c.

Patens. Spikes of large deep blue flowers. Fine for bedding. Packet 25c.

SHASTA DAISY. Alaska. The most popular of all the Shasta Daisies. Height 2½ feet. Packet 15c.

New Double Giant. Selected seed producing a good percentage of double flowers of varied type of petals and form. Some singles will appear, but will be of large size. Packet 25c.

STATICE Perezii. Panicles of rich blue everlasting flowers. Everblooming, large decorative deep green leaves. Packet 15c.

Caspia. Showers of misty and tiny pale lavender flowers on graceful stems. Splendid to mix with cut flowers. Packet 25c.

Statice Suworowii or Pink Russian Rattail Statice. Long twisted narrow spikes of bright rose pink flowers, interesting in the garden and for cutting. Packet 15c.

TEXAS LACE FLOWER. Large heads of lacy white flowers borne on long stems. Plant of branching habit three feet high. Fine for cutting. Packet 15c.

TITHONIA speciosa. Mexican Sunflower. Brilliant orange-vermilion flowers, resembling a large single Dahlia, reputed to be one of the flowers of the Aztecs. Plants grow tall and stately, to 6 feet, with heavy dark green foliage, blooming in the fall. Packet 25c.

Fireball. Showy new variety, with dazzling orange-scarlet flowers. Packet 25c.

Ruffled Dwarf Petunia—Betsey Ross, See page 68





CALIFORNIA FLOWERLAND

Delphiniums

Visitors marvel at the towering spires of our wonderful Pacific Hybrid Delphiniums, in bloom from Spring until Fall. Be sure to plant groups and clumps to illuminate your garden with all the lovely tones of blue, violet and white. California Flowerland Delphinium seeds are offered in the following color blends:

Deep Blue Shades, Lavender Pastel Shades, including Medium Blue Shades, Pink Tones, Light Blue Shades, Giant White. Price: Packet 50c.

DELPHINIUM BELLEDONNA. Light Blue. Pkt. 25c.

DELPHINIUM BELLEMOUSUM. Deep blue. Pkt. 25c.

STOCKS

PAUL J. HOWARD'S GIANTS OF CALIFORNIA. Improved Imperial Type.

A giant flowered very early strain of this handsome winter bedding plant. Grows 2½ to 3 feet tall, and produces long spikes, thickly set with immense individual florets in rich velvety shades. Splendid for the garden and for cutflowers.

GOLDEN GATE. Soft yellow.

MOJAVE. Huge flowers of velvety purple.

MONTEREY. Fine pink.

PACIFIC. Blue.

RED WOODS. Blood red.

SANTA BARBARA. Chamois.

SANTA MARIA. Pure white.

SEQUOIA. Rose carmine.

TAHOE. Fine lavender.

YOSEMITE. Deep rose.

MIXED, Above Colors.

Prices: Pkt. 25c; 5 pkts. for \$1.00.

BEAUTY OF NICE STOCKS. A lovely strain of winter-flowering Stocks, of compact habit, about 18 inches high, with graceful flower stems; especially fine for bedding.

Canary Yellow, Flesh Pink, Light Blue, Blood Red, Old Rose, Rose Pink, White, and Mixed.

Prices: Pkt. 15c; 6 pkts. for 75c.

VERBENA Gigantea Hybrids. A magnificent strain of Verbenas, free flowering, and of robust compact growth. Giant flowerheads of lovely fragrance. Easily grown in ordinary soil, requiring but little water.

Etna. Geranium red, white eye. **Lavender Glory.** Cream eye. **Royale.** Royal blue, cream eye. **Salmon Pink.** Giant salmon with white eye. **White.** Pure white. **Also Mixed Colors.** Price: Packet 15c.

California Flowerland Sweet Peas

CALIFORNIA FLOWERLAND

GIANT SPENCER SWEET PEAS

Plant in early Spring for Summer flowers.

BARBARA. Fine salmon.

BEGONIA ROSE. Velvety begonia-rose, shaded amber.

BON-BON. Rich pink and amber.

BONNY BRIAR. Giant sparkling rose pink.

CATTLEA QUEEN. Rich rosy mauve.

DAFFODIL. Deep cream.

DEL MONTE. Salmon cerise pink.

DEBUTANTE. Salmon shaded coral.

ELFREDA PEARSON. Large shell pink.

FIRE. Scarlet cerise.

FLORA. Light lilac lavender.

GIANT WHITE. Fine white (black seeded).

HEAVENLY BLUE. Delphinium blue.

LA FRANCE. Salmon pink on cream ground.

LEVIATHAN. Rich maroon.

POWERSCOURT. Clear lavender.

ROSIE. Deep rose pink.

ROYAL PINK. Clear pink.

TANGERINE IMPROVED. Glowing orange.

THE CARDINAL. Poppy scarlet.

MIXED. All colors.

Price of above Sweet Peas: per packet, 15c; 6 packets, 75c; one ounce, 50c.

One packet of seed will plant 5 feet of row; one ounce, 35 feet of row.

CALIFORNIA FLOWERLAND ORCHID FLOWERED WINTER SWEET PEAS

Make the first sowing about July 15th. Follow at one to two months' intervals for continuous season of bloom. Winter Sweet Peas flower about three months after sowing.

A superior highly perfected strain of the winter Spencer type, noted for the large size of its wavy blossoms, the extra number of flowers on each stem, longer stems, clearer colors, and fragrance.

AMERICAN BEAUTY. Crimson rose.

AMETHYST. Royal purple.

AVIATOR. Dazzling crimson scarlet.

BACCHUS. Rich deep red maroon.

BALL'S ORANGE. Bright orange.

BLUE BONNET. Clear deep blue.

BRIDESMAID. Large silvery pink.

CATTLEA. Rich lilac, waved and ruffled.

CHIME. Fine light salmon pink.

EILEEN. Salmon rose.

EXPOSITION PINK. Rich clear pink.

FRAGRANCE. Clear lavender, very fragrant.

GLITTERS. Fiery cerise.

GRENADIER. Bright scarlet.

IMPROVED HOPE. Mammoth pure white.

JOSIE. Deep rose pink. Largest and longest stemmed Sweet Pea in cultivation.

LAVANDA. Large pure lavender.

ORIENTAL. Deep cream.

RAMONA. Luminous coral rose, yellow and pink shading.

RHUMBA. Glistening golden cerise, huge duplexed blooms on strong stems.

ROSE PICOTEE. Pure white flowers of large size, with salmon-rose edging; heavy stems.

SEQUOIA. Golden salmon.

SHIRLEY TEMPLE. Soft rose pink.

SWEET BRIAR. Mammoth rose pink.

TAHOE. Large wavy flowers of medium blue. Strong grower.

Prices of All Early Flowering Sweet Peas: Pkt., 15c; ½ oz., 35c; oz., 65c.

Collection: Any 6 Packets for 75c

Paul J. Howard's California Flowerland Mixture of above named varieties of Flowering Sweet Peas: Pkt., 15c; ½ oz., 35c; oz., 65c.

VINCA Rosea. Bush Vinca. Periwinkle. A splendid border plant, blooming for many months, with bright evergreen foliage and showy pink and white single flowers. **Pure White, White with crimson eye, Rose.** Pkt. 15c.

VIRGINIA STOCK. *Malcolmia maritima.* Pretty low-growing annuals, 8 inches high, for low borders or for covering bulb beds. Small bright flowers resembling stocks are produced over a long season. **Red, Rose, White and Mixed.** Packet 15c.

WALLFLOWER. Early Annual, with double flowers, sweetly scented, in rich shades of yellow, gold, and brown. Blooms in 3 months from seed. **Packet 15c.**

SWEET WILLIAM. Favorite old fashioned biennial. Separate colors, **Crimson, Scarlet, Pink, Turkey red, White and Mixed.** **Packet 15c.**

Grow Prize Winning Flowers

Every year Mrs. Ludwig, of Alhambra, California, wins prizes and awards at the Flower Shows. She uses Paul J. Howard's seeds, bulbs and plants, because she knows that it is important to plant the best. Shown at right are some of the ribbons Mrs. Ludwig won in one season.



California Flowerland Zinnias

CALIFORNIA FLOWERLAND PASTEL TINTS

Our own selection of giant flowered Zinnias, midway between the Dahlia Flowered and California Giants, as to type, with flowers 5 to 5½ inches in diameter. A true pastel mixture, containing a wide range of delicate shades, soft yellow, cream, old gold, light pink, apricot, salmon, and white. Exquisite for cutting, delightful for the garden. Plants are strong, robust, and free flowering. **Packet 25c.**

NAVAJO ZINNIA—A California Flowerland Selection

Few of our display beds were more admired than our planting of this charming new Zinnia. From the best types we selected the seed we are offering this year. The flowers are of medium size, double and semi-double, and unique as to form and colorings. Petals are long and narrow, incurved or fluted, tipped with white, cream, or pale yellow about half their length, giving a curious bi-color effect. Colors are vivid and clear, like those in Navajo rugs,—crimson, orange, yellow, rose and pink, lilac and lavender. **Packet 25c.**

HOWARD'S NEW GIANT CRESTED ZINNIA

A sensational new strain, with flowers 4 to 5 inches across, the full rounded cushiony center surrounded by broad flat petals. Colors charmingly bright and fresh, in rich shades of orange, scarlet, yellow, maize, rose and crimson. These new Crested Zinnias are perfectly beautiful for cutting, and equally effective for massing in the garden. Mixed colors only. **Packet 25c.**

CALIFORNIA FLOWERLAND PASTEL TINTS

Giant Dahlia Flowered Zinnias

This is the original true strain of this finest of all Zinnias. The mammoth flowers are often 6 inches across and 3 to 4 inches in depth and are similar in form to a double decorative Dahlia.

ELDORADO. Shades of rose and salmon.
LUMINOSA. Enormous. Bright salmon-rose.
GOLDEN DAWN. A beautiful golden yellow.
OLD GOLD. Light and dark shades of old gold.
CANARY BIRD. Delicate primrose yellow.
CRIMSON MONARCH. Largest of the reds.
DREAM. Light and deep lavender.
EXQUISITE. Light rose with ■ deep rose center.
GOLDEN STATE. Orange-yellow shading to burnt orange.
ILLUMINATION. Brilliant Tyrian rose.
OLD ROSE. Soft old rose color.
ORIOLE. Orange and gold.
POLAR BEAR. Pure white.
PURPLE PRINCE. Deep purple.
SCARLET FLAME. Bright scarlet.
WILL ROGERS. Brilliant scarlet red.

SPECIAL DAHLIA FLOWERED MIXTURE. Containing all of the above varieties.

Price: Any of the above Zinnias, packet 15c; six packets, 75c.

FANTASY. A new strain of bedding Zinnias, medium tall, bearing lovely shaggy flowers, with the petals twisted and rolled. The flowers are of medium size, intensely bright in color, and lovely for bouquets.

Stardust. Golden yellow shaggy flowers.

Fantasy Mixed. Colors include brilliant reds, yellow and orange, as well as pastel shades of rose, pink and white.

Price: Packet 15c.

DWARF ZINNIAS

ZINNIA Pumila—Picotee Delight. Plant and flowers are of medium size, splendid for flower beds and cutting, growing about 20 to 30 inches tall. The flowers have ruffled and curled petals, most of which are tipped gold and picoteed.

Mixed Colors. Finest mixture of florists' shades. **Packet 15c.**

ZINNIA Pumila, Dwarf Double Cut-and-Come-Again. The double, medium-sized flowers are perfect for floral arrangements, with nice long stems. Plants are compact, about 18 inches tall, free-flowering over a long season, nice for borders and edgings. **Yellow, Crimson, Salmon Rose, and Mixed Colors. Packet 15c.**

LILLIPUT ZINNIAS

Pretty little pompon Zinnias greatly in vogue for borders and for small bouquets. Plants are compact, free flowering, with long stems.

BLACK RUBY. Deep velvety maroon red. Miniature flowers on long straight stems. All America Selection for 1941. **Packet 25c.**

Canary yellow
Flesh pink
Orange
Rose

Salmon
Scarlet
White
Mixed Colors.

Price: Packet 15c.

ZINNIAS LINEARIS

The showiest dwarf bedding plant we know, in bloom continuously, the small compact plants being covered with little single orange flowers, dark-centered, each petal marked with a light lemon yellow stripe. The plants bloom at least ten weeks from the time of sowing until late in fall. Flowers will last two weeks in water. **Packet 25c; ¼ ounce, 75c.**

ZINNIA HAAGEANA. A fine edging variety, each plant being literally covered with small double flowers, showing a great variation of color. **Mixed. Packet 15c.**

HOWARD'S GIANT CRESTED ZINNIAS





W

E BELIEVE in America and all for which it stands.

We believe in Americans, in happy, peaceful gardens.

We believe in America and its sacrifice to bring peace to all.

We believe that crops of fruit, vegetables and flowers bring the health and happiness and sustenance that come from working in the earth, and in the staunch morale which these things inculcate in the heart.

We believe in fighting where and when we have to for peace.

We believe in fun, joy and laughter where and when we can find it, in Garden and in Home.

Every Tree — every Plant — every Seed adds to the life and resources of man. Let's Garden. Let's fight for peace in it.

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PAUL J. HOWARD'S
CALIFORNIA FLOWERLAND

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Our Front Cover

Last Spring, while in New York, I had a visit with my good friend Mrs. Leonebel Jacobs, the noted American portrait painter, who showed me an original portrait which she had been commissioned to make, and which was subsequently made into a poster for the Manchester, Vermont, Flower Show, and used by that garden group to publicize the Spring Flower Show. For this purpose it was necessary to have copper plate engravings for the poster. Mrs. Jacobs generously offered me these plates for the use of our 1942 catalog cover.

Among the interesting portraits done by Leonebel Jacobs are President Coolidge, President Harding, Mrs. Herbert Hoover, Owen D. Young, Andrew Mellon, H. G. Wells, John Erskine, Dorothy Thompson, David Lloyd George, Rabindranath Tagore, the former Emperor and Empress of China, Fannie Hurst, Rupert Hughes, The Grand Duchess Marie, and many other celebrities. We feel greatly privileged to be able to use this lovely poster for our catalog cover.

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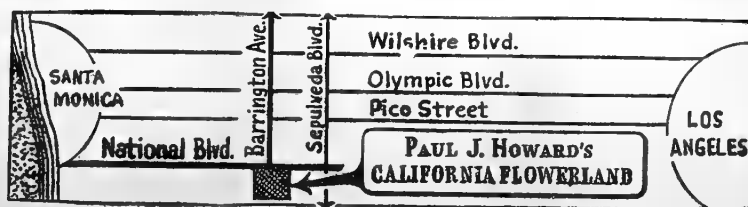
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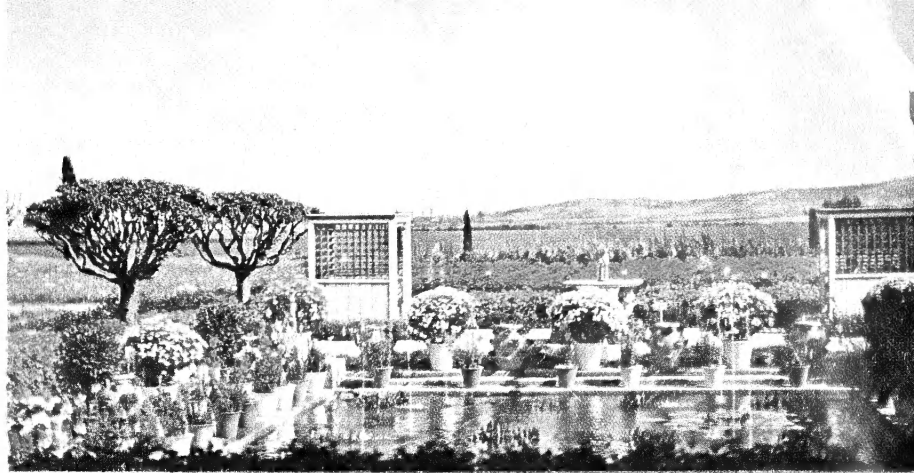
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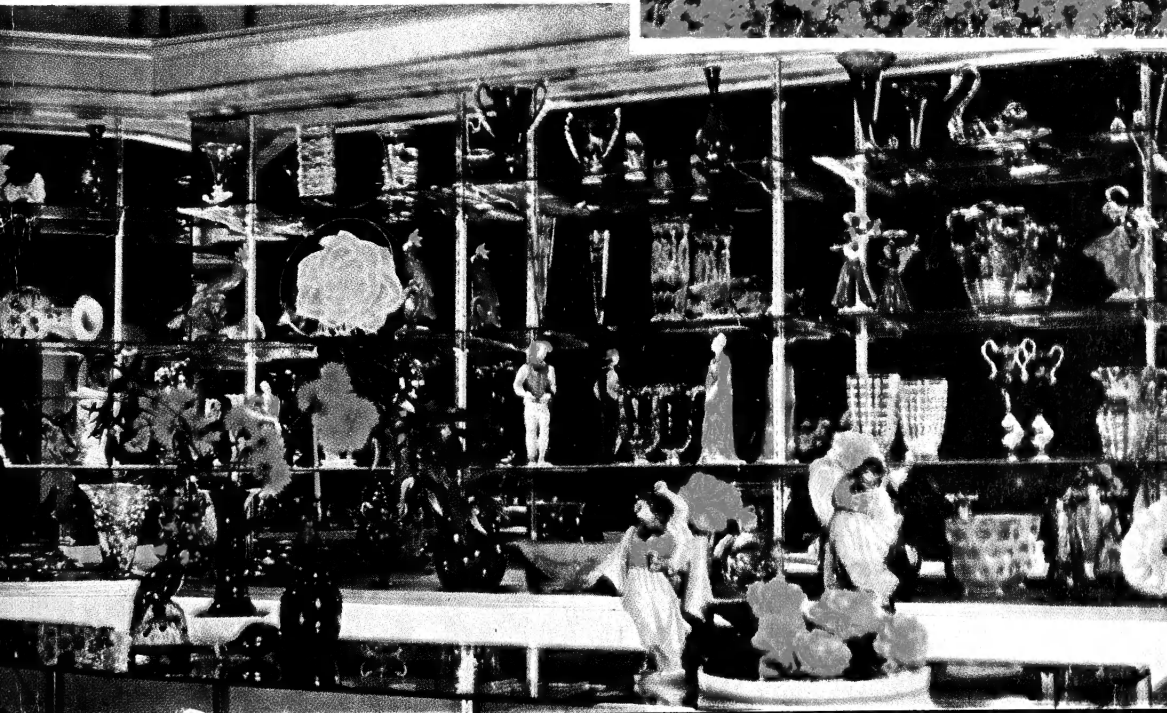


A Year Around Flower Show

Visitors acclaim California Flowerland a highlight of their trips to the Coast. Southern Californians make it their headquarters for all gardening needs, and with every visit find a new panorama of spectacular color. Greenhouses and lath houses are filled with things of beauty, while garden pools display lilies and aquatic plants.

Our Beautiful Store

Set amid great flowerfields is our unique store building, whose windows open onto vistas of startling beauty—a fascinating treasure house filled with an unrivalled display of vases, jardinières, bowls, figures in porcelain, glass pottery and metal, and lovely gift items from all over the world. Here, too, is our complete seed department, and a grand selection of garden furniture, garden ornaments, and equipment, tools and insecticides.



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